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| CATEGORY | **4** | **3** | **2** | **1** |
| **Point of View - Awareness of Audience** | Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience. | Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience. | Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience. | Limited awareness of the needs and interests of the target audience. |
| **Voice - Conversational Style** | Uses a conversational style throughout. | Uses a conversational style the majority (85-95%)of the time | Uses a conversational style most (70-84%)of the time. | Presentation style is primarily monologue. |
| **Group Dynamics** | The student was present in the presentation and worked well with the group in all areas of production. | The student worked on some of the aspects of the presentation and is holding a key presence in the presentation. | There is evidence of the work of the student in the presentation, however the student is absent in the presentation. | The student did not help in preparation or the delivery of the presentation. |
| **Script** | The script outlines all the sound effects, all the guide vocals and shows evidence of organization and planning. | The script is missing some of the elements of production but it is organized. | Script contains guide vocals but is missing sound effects, foley sounds and other production notes. It is unorganized. | No script given. |
| **Timeline/length** | Project was handed in on time and was2-3 minutes in length. | Project was handed in on time but presentation was 2-1 minute in length. | Project was late. | The project was not handed in. |
| **Soundtrack - Originality** | All of the music/ sound effects is original or copyright free. | Most (over half) of the music is original. and or copyright free. | Some of the music is original and copyright free. | None of the music is original or copyright free. |
| **Voice - Consistency** | Voice quality is clear and consistently audible throughout the presentation. | Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation. | Voice quality is clear and consistently audible through some (70-84%)of the presentation. | Voice quality needs more attention. |
| **Appropriateness** | The material and conversation is appropriate. | Good conversational material but a small bit of edgy language. | Material is inappropriate. | Offensive material and language. (swearing) |
| **Foley Sounds and effects** | The project contains at least 12-15 sound effects or foley sounds. | The project contains 8-12 foley sound pieces or effects. | The project contains 4-8 sound effects or foley sounds. | under 4 foley sounds or effects. |
| **Class ethics** | The students worked in the class continually, preparing, writing recording and mastering their presentation. | The students worked Most of the time on their recording project during the class. | The students worked 50% of the time given in class in preparing, writing and recording their project. | The students did not use their class time. They did not work on the project. |