|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY**  | 4 Points  | 3 Points  | 2 Points  | 1 Point  |
| Purpose of Story  | Establishes a purpose early on and maintains a clear focus throughout.  | Establishes a purpose early on and maintains focus for most of the presentation.  | There are a few lapses in focus, but the purpose is fairly clear.  | It is difficult to figure out the purpose of the presentation.  |
| Point of View  | The point of view is well developed and contributes to the overall meaning of the story.  | The point of view is stated but only sometimes connects with the overall meaning of the story.  | The point of view is stated but no attempt is made to connect it to the overall meaning of the story.  | The point of view is only hinted at, or is difficult to discern.  |
| Choice of Content  | Contents create a distinct atmosphere or tone that matches different parts of the story.  | Contents create an atmosphere or tone that matches some parts of the story..  | An attempt was made to use contents to create an atmosphere/tone but it needed more work.  | Little or no attempt to use contents to create an appropriate atmosphere/tone.  |
| Clarity of Voice  | 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.  |
| Pacing and Economy of Narrative  | The pace (rhythm and voice punctuation). The story is told with exactly the right amount of detail and is not too short or long. | Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is OK.  | Pacing does not fit the story line. Audience is not consistently engaged. The story seems to need more editing to get right length. | No attempt to match the pace of the storytelling to the story line or the audience. Story is too long or too short to be interesting |
| Meaningful Audio Soundtrack  | Music stirs a rich emotional response that matches the story line well. Images coordinated with the music.  | Music stirs a rich emotional response that somewhat matches the story line. Images mostly coordinated with the music.  | Music is ok, and not distracting, but it does not add much to the story. Not coordinated with images.  | Music is distracting, inappropriate, OR was not used.  |
| Quality of Images  | Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.  | Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.  | An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.  | Little or no attempt to use images to create an appropriate atmosphere/tone.  |

COMMENTS: