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| **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: