

APPENDIX D

Sample rubric

This is just an example. You would need to customize your rubric to reflect what's important to you as far as what the students are doing with the material and what kind of prompt you give them.

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.	20 POINTS
Voice - Consistency	Voice quality is clear and consistently audible throughout the presentation.	5 POINTS
Voice - Pacing	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.	5 POINTS
Point of View - Purpose	Establishes a purpose early on and maintains a clear focus throughout.	20 POINTS
Images	Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.	20 POINTS
Economy	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	10 POINTS
Duration of Presentation	Length of presentation was ~ 3 minutes.	10 POINTS
Grammar	Grammar and usage were correct (for the dialect chosen) and contributed to clarity, style and character development.	10 POINTS