

ELEMENTS	Exemplary	Very Good	Developing	Emergent
Audience (10%)				
Audience	Audience is clearly defined. Strong awareness of audience. Material is appropriate and engaging for intended audience and is useful for prompting discussion and dialogue.	Audience is somewhat clearly defined. Some awareness of audience. Material is of limited appropriateness and engagement for intended audience. Somewhat useful for prompting discussion and dialogue.	Audience is not well defined. Limited awareness of audience. Material is minimally appropriate and engaging for intended audience. Not especially useful for prompting discussion and dialogue.	Audience is not defined. Little awareness of audience. Material is not appropriate and engaging for intended audience. Does not prompt discussion and dialogue.
Technical (15%)				
Pacing	Pace fits the story line and helps audience engage with the story. Story is told with the right amount of detail—it does not seem too short or too long. Uses varied approach when appropriate (e.g., narration at some points, images or video telling story at other points).	Pace somewhat fits the storyline and helps the audience engage with the story. Sometimes moves too quickly or too slowly, though it drags somewhat or needs more detail in one or two sections. Occasionally uses varied approach.	Is often noticeable that the pacing does not fit the storyline. The story needs more editing—it is noticeably too long or too short in more than one section. Approach is not varied.	No attempt to match the pace to the story line or the audience. The story needs extensive editing. Approach is not varied.
Transitions	Story flows naturally from section to section and connects to larger narrative throughout.	Story flows somewhat naturally from section to section and mostly connects to larger narrative.	Story flow is choppy and does not always connect to larger narrative.	Story flow is difficult to follow and does not connect to larger narrative.
Composition	Overall design has aesthetic appeal and is consistent with purpose and audience. It exceeds basic style standards.	Overall design has some aesthetic appeal and is mostly consistent with purpose and audience. Meets most basic style standards.	Overall design shows some inconsistencies with purpose and audience. Meets some basic style standards.	Overall design is unappealing and inappropriate for purpose and audience. Design flaws are evident.

Audio quality	Audio quality is clear and audible throughout the presentation. If music is used, it enhances the piece and matches the narrative.	Audio quality is clear and audible throughout most (80 – 90%) of the presentation. If music is used, it somewhat matches the narrative.	Audio quality is clear and audible throughout some (70–80%) of presentation. If music is used, it does not add much to the narrative.	Audio quality needs more attention. If music is used, it is distracting, too loud, and/or inappropriate to the narrative.
Visual quality	Images and visuals enrich the story, moving the narrative forward without words when appropriate.	Images and visuals somewhat enrich the story, sometimes moving the narrative forward without words when appropriate.	Some of the images and visuals enrich the story; others do not.	Images and visuals distract from the story.
Content (25%)				
Introduction	Highly effective and compelling introduction or “hook” draws viewers into the narrative.	Somewhat compelling introduction or “hook” draws viewers into the narrative.	Clearly defined introduction, but does not draw viewer into the narrative.	Ineffective or missing introduction.
Conclusion	Highly effective, compelling conclusion connects narrative pieces.	Conclusion somewhat connects narrative pieces.	Conclusion does not fully connect narrative pieces.	Ineffective or missing conclusion.
Thesis/Purpose	Establishes a thesis or purpose and maintains a clear focus throughout. Deftly integrates thesis into the narrative.	Somewhat establishes a thesis/purpose and mostly maintains a focus. Somewhat integrates thesis into narrative.	Main thesis/purpose not clear or not clearly maintained throughout narrative.	No main thesis/purpose.
Higher Education Connection	Identifies and addresses central problem or question(s) related to higher education. Exceeds basic description of problem or question.	Somewhat identifies and addresses central problem or question(s) related to higher education. Occasionally moves beyond basic description of problem or question.	Loosely identifies and addresses central problem or question(s) related to higher education. Rarely moves beyond basic description of problem or question.	Does not identify a central problem or question(s) related to higher education. Does not move beyond basic description of problem or question.

Sources/Material	Draws upon appropriate sources or materials to define, clarify, illustrate, or elaborate on central thesis.	Occasionally draws upon appropriate sources or materials to define, clarify, illustrate, or elaborate on central thesis.	Rarely draws upon appropriate sources or materials to define, clarify, illustrate, or elaborate on central thesis.	Does not incorporate relevant sources or materials.
Analysis	Analyzes higher education problem or question(s) within discipline.	Sometimes analyzes higher education problem or question(s) within discipline.	Rarely analyzes higher education problem or question(s) within discipline.	Does not incorporate analysis.
Narrative Arc	Adheres to theme, stays on point without digression, and connects to main points throughout.	Occasionally adheres to theme, mostly stays on point without digression, and partially connects to main points throughout.	Loosely adheres to theme, stays on point without digression, and connects to main points throughout.	Does not adhere to theme, stay on point without digression, or connect to main points throughout.
Narration	Word choice is specific, accurate, vivid, and effective; it contributes to clarity, style, and story development. Script is appropriately written for narrative and presentation.	Word choice is somewhat specific, accurate, vivid, and effective and somewhat contributes to clarity, style, and story development. Script is mostly written for narrative and presentation.	Word choice partially contributes to clarity, style, and story development; errors detract from the story. Script is not written for narrative and presentation.	Repeated grammatical errors distract from story. Script is not written for narrative and presentation.
Credits	All people, organizations, quotes, ideas, music, and contributors are appropriately credited.	Most people, organizations, quotes, ideas, music, and contributors are appropriately credited.	A few people, organizations, quotes, ideas, music, and contributors are appropriately credited.	People, organizations, quotes, and contributors are not comprehensively credited.