

<b>ELEMENTS</b>	<b>Exemplary</b>	<b>Very Good</b>	<b>Developing</b>	<b>Emerging</b>
<b>Audience (10%)</b>				
Audience	Audience is clearly defined. Strong awareness of audience. Material is appropriate and engaging for intended audience. Useful for promoting discussion and dialogue.	Audience is somewhat defined. Some awareness of audience. Material is mostly appropriate and engaging for intended audience. Somewhat useful for promoting discussion and dialogue.	Audience is not well defined. Limited awareness of audience. Material is minimally appropriate and engaging for intended audience. Promotes limited discussion and dialogue.	Audience is not defined or material is not appropriate and engaging for intended audience. Does not promote discussion and dialogue.
<b>Technical (15%)</b>				
Pacing	Pace fits story and helps audience engage with narrative. Story is told with appropriate detail (not too short or too long). Uses varied approach when appropriate (e.g., narration, images, video).	Pace somewhat fits and helps audience engage with narrative. Sometimes moves too quickly or too slowly; drags or needs more detail in places. Occasionally uses varied approach.	Is often noticeable that the pacing does not fit narrative. Story needs more editing — noticeably too long or too short in sections. 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 between sections and connects to larger narrative throughout.	Story flows somewhat naturally between sections 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. Exceeds basic style standards.	Overall design has some aesthetic appeal and is mostly consistent with purpose and audience. Meets basic style standards.	Overall design shows 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 is clear and audible throughout presentation. Music enhances the story and matches the narrative.	Audio is clear and audible throughout most of the presentation. Music somewhat matches the narrative.	Audio is clear and audible throughout some of presentation. Music does not add to the narrative.	Audio needs more attention. If music is used, it is distracting, too quiet or loud, 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.

<b>Content (25%)</b>				
Introduction	Highly effective and compelling introduction or “hook” draws viewers into narrative.	Somewhat compelling introduction or “hook” draws viewers into 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.
Historical Comprehension	Identifies and addresses a central inquiry-based historical question(s). Moves beyond description of historical events.	Somewhat identifies and addresses a central inquiry-based historical question(s). Sometimes moves beyond description of historical events.	Loosely identifies and addresses a central historical question(s). Rarely moves beyond description of historical events.	Does not identify a central historical question(s). Does not move beyond basic description of historical events.
Primary Sources	Draws upon and analyzes appropriate primary sources to define, clarify, illustrate, or elaborate on historical narrative.	Occasionally draws upon and analyzes appropriate primary sources to define, clarify, illustrate, or elaborate on historical narrative.	Rarely draws upon or analyzes primary sources to define, clarify, illustrate, or elaborate on historical narrative.	Does not incorporate primary sources.

Historical Analysis	Analyzes cause-and-effect relationships with attention to multiple causation and complexity of historical narrative.	Sometimes analyzes cause-and-effect relationships with attention to multiple causation and complexity of historical narrative.	Rarely analyzes cause-and-effect relationships with attention to multiple causation and complexity of historical narrative.	Does not incorporate historical 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.	Rarely 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.