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|  | Rockstar! | Emerging Artist  | Amateur Hour |
| Content Knowledge & Structure | - message clear, persuasive & compelling - introduction includes a highly original hook, capturing audience quickly- ideas coherent and organized effectively, consistently maintaining focus- selects quality content, which includes important subject-specific vocab. - top-notch job arranging presentation in your own words and quoting source-related content | - message clear & convincing- introduction developed- ideas mostly coherent and organized- reasonably maintains focus- selects adequate content and includes most of important vocabulary- decent job arranging presentation in your own words and quoting source-related content | - message confusing and not persuasive- introduction weak or missing- ideas lack coherence, consistency and flow- lack of focus on primary subject matter- fact check your content and review the important subject vocabulary- rewrite presentation so it’s in your own words AND focus on proper citation of others’ ideas |
| Narrative/SpeechTrack | - extremely well-rehearsed. Smooth delivery in a conversational style- highly effective enunciation, expression, and rhythm keep the audience hooked - consistently uses correct grammar- no interrupters: “um, like, uh, OK, ….”  | - well-rehearsed and almost always smooth delivery- effective enunciation, expression, and rhythm keep the audience interested - nearly always uses correct grammar- limited interrupters don’t distract/disrupt | - practice your presentation so it doesn’t sound like you’re reading- make your voice sound expressive and rhythmic- increase or decrease your pace - double check your grammar- excessive interrupters distract/disrupt  |
| Visuals: Image Communication | - timing of visuals and transitions consistently sync with the content/mood/tone of the narrative voiceover- visuals enhance theme of the essay- visuals evoke a rich emotional response from audience- high-quality images are used on consistent basis, resulting in clear, sharp imagery | - visuals are well considered, but aren’t always congruent with audio message from voiceover track- visuals are relevant & supportive- tone/style/theme of images attempted but not sustained or consistent- not all images are high quality, resulting in some pixalization & blurring | - more time needs to be spent revising/refining project to ensure synergy between audio & video- clarify the purpose of your imagery - tone/style/theme of images not developed with images - need to be more selective about gathering quality imagery to enhance voiceover track |
|  | 3 | 2 | 1 |

Michigan Rocks! Vodcast Rubric

Language Arts 7—Kaye

Using iPhoto and iMovie, you and your partner will create a vodcast which:

1. uses your refined and revised Michigan Rocks! research notes as a script for the narrative voiceover track (audio)
2. accomplishes a congruency between high-quality, subject-relevant images and the narrative audio track
3. includes photo edits, effects, and transitions, which enhance your project
4. competes against your peers’ projects in our Battle of the Bands