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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/Speech  Track | - 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 |
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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