|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **RUBRIC** | **80-100** | **70-79** | **60-69** | **50-59** | **0-49** |
| **Knowledge of Communication skills** **Vocal** **Physical**  | Demonstrates outstanding awareness of need for good volume, tone, pacing, vocal fluctuation and enunciation Demonstrates outstanding awareness of need for good physical posture, eye contact with audience, usage of gesture, facial expression  | Demonstrates strong awareness of need for good volume, tone, pacing and vocal fluctuation and enunciation Demonstrates strongawareness of need for good physical posture, eye contact with audience, usage of gesture, facial expression  | Demonstrates average awareness of need for good volume, tone, pacing and vocal fluctuation and enunciation Demonstrates average awareness of need for good physical posture, eye contact with audience, usage of gesture, facial expression  | Demonstrates limited awareness of need for good volume, tone, pacing and vocal fluctuation and enunciation Demonstrates limited awareness of need for good physical posture, eye contact with audience, usage of gesture, facial expression  | Demonstrates minimal awareness of need for good volume, tone, pacing and vocal fluctuation Does not communicate clearly (or audibly Demonstrates minimal awareness of need for good physical posture, eye contact with audience, usage of gesture, facial expression  |
|  **Application / Communication through****Delivery of content** Eye contact, proper pacing, tone, volume. Confident body language. Physical delivery (Body language) Audience awareness | Volume, tone, pace, enunciation very effective – positively impacts the audiences understanding of content.Oral communication is highly effective.Body language is tightly controlled, strongly supports the audiences understanding of the contentSpeaker is strongly aware of audience.Delivery and content tailored to strongly engage audience | Volume, tone, pace, enunciation effective – to the point of impeding understanding of content. Communication is effective.Body language is well controlled, supports the audiences understanding of the contentSpeaker shows good awareness of audience.Delivery and content tailored to engage audience well | Volume, tone, pace, enunciation mostly effective. Oral communication is somewhat effective.Body language is controlled, somewhat supports the audiences understanding of the contentSpeaker is aware of audience.Delivery and content tailored to engage audience | Volume, tone, pace, enunciation somewhat effective – some lack of clarity in delivery of content.Body language is minimally controlled, somewhat detracts from the audience’s understanding of the contentSpeaker is minimally aware of audience.Delivery and content somewhat engages audience | Volume, tone, pace, enunciation minimally effective – to the point of impeding understanding of content.Body language is uncontrolled, impedes the audiences understanding of the contentSpeaker is unaware of audience.Delivery and content results in poor audience engagement |
| **Knowledge of content:**Symbols, Sound, camera angles, Lyrics / Dialogue and audience | Demonstrates thorough understanding of Deep Viewing categories and how each shapes / reveals theme | Demonstrates considerable understanding of Deep Viewing categories and how each shapes / reveals theme.  | Demonstrates some understanding of Deep Viewing categories and how each shapes / reveals theme. | Demonstrates limited understanding of Deep viewing categories and how each shapes / reveals theme.  | Demonstrates minimal understanding of Deep viewing categories and how each shapes / reveals theme.  |
| **Inquiry/ Thinking** Organization. Use of process and completion of planning (problem solving and target audience) sheets and rough draft .Relevance of News Articles to topic problem and solution  | Uses processing and organization skills with a high degree of effectiveness.News Articles are highly relevant to the topic and theme and address problem and solution very clearly | Uses processing and organization skills with a considerable degree of effectiveness.News Articles are relevant to the topic and theme and address problem and solution clearly | Uses processing and organization skills with some degree of effectiveness.News Articles are somewhat relevant to the topic and theme and address problem and solution with some clarity | Uses processing and organization skills with a limited degree of effectiveness.News Articles are minimally relevant to the topic and theme and address problem and solution poorly | Missing many process steps and/or lack of organization.News Articles are not included or not relevant to the topic and theme and do not fully address problem or solution  |
| **Application** Insightful theme, well supported with relevant evidence and analysis.  | Analysis of Doc Trailer/theme is highly complete and clear.  | Analysis of Doc Trailer /theme is considerably complete and clear. | Analysis of Doc Trailer/theme somewhat complete and clear. | Analysis of Doc Trailer/Theme minimally complete and clear.  | Analysis of Doc Trailer/theme is incomplete or lacks clarity |

Culminating Rubric and Marks breakdown

**Marks Breakdown**

Oral Presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /20

Problem Solving sheet: \_\_\_\_\_\_\_\_\_\_\_\_ /16

Target Audience sheet: \_\_\_\_\_\_\_\_\_\_\_\_ /10

News Articles x 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /10

Rough Draft: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /4

Analysis : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /50

Final Mark: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /100