Podcast/Vodcast Rubric

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| Criteria | Exemplary | Proficient | Needs Improvement |
| Content | Has a well developed clear purpose and theme which is carried out throughout the podcast or vodcast | Purpose and theme of the podcast are clear but are not evident throughout the podcast/vodcast | Podcast/vodcast lacks a clear purpose and theme |
| Clarity of speech | Narrator speaks clearly and distinctly all the time and correctly pronounces all words | Narrator speaks clearly and distinctly most of the time but mispronounces a few words | Often mumbles or uses distracting sounds (“um) or cannot be understood or mispronounces words |
| Voice | Uses appropriate and intentional speaking style with engaging voice(s) that communicate(s) enthusiasm and interest in the subject matter | Uses appropriate and intentional speaking style. However voice is not engaging to the listener or does not communicate enthusiasm or interest. | Speaking style is not appropriate to the presentation and the voice is not engaging to the listener or speaker sounds bored. |
| Audio and/or Visuals | Uses music, jingles, sound effects to enhance voice and content  Incorporates relevant and varied high quality images (still pictures or video) that enhance the podcast/vodcast | Use music and other sound effects but they have minimal effect.  Incorporates relevant images (still pictures or videos) that are of average quality but do not enhance the podcast/vodcast | Does not use additional audio effects.  Images (still pictures or videos) seem randomly chosen, are of low quality, and distract the viewer |
| Organization | Content is clearly organized with logical progression of ideas | Content is organized but there are a few areas where content does not flow in a logical progression | Presentation is disorganized and confusing to the viewer |
| Duration of presentation | The podcast is 2.5-3 minutes | The podcast is 2-2.5 minutes long | The podcast is less than 2 minutes |