

PODCAST/SCREENCAST RUBRIC

ANCIENT EGYPT BUSINESS PLAN PROPOSAL

(NAME OF BUSINESS)

CATEGORY	4	3	2	1
CONTENT	Project includes all information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile.	Project includes most of the information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile.	Video does not contain enough content to explain business concept. Connection to Nile is difficult to understand.	Video does not communicate how this business function or utilizes the Nile.
ACCURACY	All content throughout the presentation is accurate. There are no factual errors.	Most of the content is accurate but there is one piece of information that might be inaccurate.	The content is generally accurate, but one piece of information is clearly flawed or inaccurate.	Content is typically confusing or contains more than one factual error. It is difficult to understand the time period that was chosen.
SCRIPT	Script was completed prior to filming. It is thorough and matches the video.	Script was completed prior to filming, but is missing some information.	Script was outlined prior to filming, but does not match the video.	Script is incomplete or not completed prior to filming.
ORGANIZATION	Main idea of video is clear. Events are presented in a logical order, with relevant information that supports the video's main ideas. 6-10 points	Main idea of video is somewhat clear. Information presented is relevant to main idea.	Main idea of the video is vague. Details are presented in a somewhat logical order, but are not always relevant to the topic.	Main idea of video is not clear. Information is not presented in a logical fashion. Information is presented that is not relevant to the topic.
QUALITY	Speaker's voice is clear and well-modulated. Speaker talks at a steady, easily followed speed.	Speaker's voice is mostly audible and uses some expression. Speaker talks without any major gaps. Speed could be slower/faster.	Speaker's voice is somewhat audible and has minimal expression. Some gaps. Speed could be slower/faster.	Speaker's barely audible and has no expression. Significant gaps/silence.
PRODUCTION	Audio is edited. It runs smoothly and any graphics or text reinforce the main ideas of the video.	Audio is edited. The video has much good pace and timing. Graphics and text are used appropriately.	Audio is edited. Pace and timing are somewhat uneven. Graphics and text do not fit or detract from the main idea.	Audio is not edited. Graphics and text are not present or detract from the main idea.

COMMENTS:

PRESENTED BY - _____



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