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| **Criteria** | **Advanced**  **(Demonstrates Exceptional Performance)**  In addition to meeting the Proficient criteria | **Proficient**  **(Minimal Criteria)** | **Emerging**  **(Below performance standards)** |
| **Written Communication:**  **STORY BOARD**  Conventions | -Demonstrates exceptional creativity in scene development.  -Highly detailed and effectively guides Video Production.  10……………9 | -Clearly communicates the setting and the characters.  -Portrays a logical and believable sequence of events.  8………7……..…6 | -Does not demonstrate thorough scene development.  -Poorly written.  5……4….3…..2…1 |
| **Written Communication:**  **STORY BOARD**  Cites Sources | In addition to meeting the Proficient criteria …  -Student uses MLA or APA format correctly w/o mistakes.  -Student cites all information sources utilizing proper formatting with no mistakes.    10……………9 | -Student does not use others’ ideas as his/her own  -Student includes source list: Works Cited, Bibliography, Credits etc.  -Formatted with few mistakes for all gathered information including pictures.  8………7……..…6 | -Student does not include: works cited or bibliography or credits on their video.      5……4….3…..2…1 |
| **Oral Communication:**  **SPECIAL REPORT**  Appropriateness of Content and Language | -Examples and words were well chosen for target audience.  10……………9 | -Speaker includes graphics to help explain their TBI.  -Speaker considered the audience and used appropriate language and examples.  -Speaker understood purpose of presentation.  8………7……..…6 | -Speaker used inappropriate language, content or examples for this audience  -Speaker did not demonstrate a clear understanding of the assignment or purpose of presentation.  5……4….3…..2…1 |
| **Content and Critical Thinking:**  **SPECIAL REPORT**  (\_\_\_\_\_\_\_X 2)= \_\_\_\_\_\_\_ | -Depiction of TBI is exceptionally clear.  -Special Report describes technology based treatment options  Extra Credit (+5) :  Links TBI to possible treatments using Neural Engineering.  10……………9 | -Special Report describes TBI, the associated risk factors, and the signs and or symptoms associated with TBI.  -Provides an example of TBI with a victim.  - Includes an ‘Expert” who explains brain function.  -‘Expert explains how TBI affects the brain and N.S.  8………7……..…6 | -Does not clearly define TBI.  -Includes less than half of the requirements.  5……4….3…..2…1 |
| **Media Special Report**  **SPECIAL REPORT**  Technology Literacy    (\_\_\_\_\_\_\_\_\_\_X 2)= \_\_\_\_\_\_\_\_\_ | In addition to meeting the Proficient criteria …  Camera Technique:  -Effective use of focus and depth of field.  Audio Editing:  -Sound is free of distracting background noise.  -Creative sound effects, narration, background music.  Video Editing:  -Transitions enhance the sequence.    10……………9 | Camera Technique:  -Varied camera angles.  -Focus/ Steady camera shots.  Audio Editing:  -Sound is clear.  -Appropriate sound effects, narration, background music.  Video Editing:  -Clips show no slack time.  -Suitable transitions for smooth flow.    8………7……..…6 | Camera Technique:  -Single camera angle.  -Poor focus /Shaky camera.  Audio Editing:  -Sound is not clear.  -Distracting sound effects, narration, & music.  -Inappropriate use of silence.  Video Editing:  -Sloppy editing & unsuitable transitions.  5……4….3…..2…1 |
| **Professionalism**  Priorities and  Time Management | -Has project or work ready for review prior to deadlines/presentations.  10……………9 | -Uses time efficiently to complete tasks on time.  -Task perseverance.  -Comes to class prepared.  8………7……..…6 | -Seldom completes tasks on time.  -Does not use class time appropriately.  -Rarely comes to class prepared  5……4….3…..2…1 |