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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 optionsExtra 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 |