

CATEGORY	4	3	2	1
<b>Introduction to Screencast</b>	The introduction presents the overall topic and draws the audience into the presentation with compelling questions or by relating to the audience's interests or goals.	The introduction is clear and coherent and relates to the topic.	The introduction shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete and is somewhat appealing to the audience.	The introduction does not orient the audience to what will follow. The sequencing is unclear and does not appear interesting or relevant to the audience.
<b>Content</b>	Covers topic in-depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors.	Content is minimal OR there are several factual errors.
<b>Text Elements</b>	The fonts are easy-to-read and point size varies appropriately for headings and text. Use of italics, bold, and indentations enhances readability. Text is appropriate in length for the target audience and to the point. The background and colors enhance the readability of text.	Sometimes the fonts are easy-to-read, but in a few places the use of fonts, italics, bold, long paragraphs, color or busy background detracts and does not enhance readability.	Overall readability is difficult with lengthy paragraphs, too many different fonts, dark or busy background, overuse of bold or lack of appropriate indentations of text.	The text is extremely difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting colors, poor use of headings, subheadings, indentations, or bold formatting

<b>Lay Out</b>	The layout is visually pleasing and contributes to the overall message with appropriate use of headings, subheadings and white space.	The layout uses horizontal and vertical white space appropriately.	The layout shows some structure, but appears cluttered and busy or distracting with large gaps of white space or uses a distracting background.	The layout is cluttered, confusing, and does not use spacing, headings and subheadings to enhance the readability.
<b>Citations</b>	Sources of information are properly cited so that the audience can determine the credibility and authority of the information presented. All sources of information are clearly identified and credited using APA citations throughout the project.	Most sources of information use proper APA citation, and sources are documented to make it possible to check on the accuracy of information.	Sometimes copyright guidelines are followed and some information, photos and graphics do not use proper APA citations.	Few guidelines are followed and some information, photos and graphics do not use proper APA citations. No way to check validity of information
<b>Images</b>	The graphics, sound and/or animation assist in presenting an overall theme and enhance understanding of concept, ideas and relationships. Original images or images from Flickr's Creative Commons are created using proper size and	The graphics, sound/and or animation visually depict material and assist the audience in understanding the flow of information or content. Original images or images from Flickr's Creative Commons are used.	Some of the graphics, sounds, and/or animations seem unrelated to the topic/theme and do not enhance the overall concepts. Most images are clipart or recycled from the WWW. Images are too	The graphics, sounds, and/or animations are unrelated to the content. Graphics do not enhance understanding of the content, or are distracting decorations that create a busy feeling and detract from the content.

	resolution, and all images enhance the content. There is a consistent visual theme.	Images are proper size, resolution.	large/small in size. Images are poorly cropped or the color/resolution is fuzzy	
<b>Text</b>	The text is written with no errors in grammar, capitalization, punctuation, and spelling.	The text is clearly written with little or no editing required for grammar, punctuation, and spelling.	Spelling, punctuation, and grammar errors distract or impair readability. (3 or more errors)	Errors in spelling, capitalization, punctuation, usage and grammar repeatedly distract the reader and major editing and revision is required. (more than 5 errors)
<b>Screencast Technology</b>	<ul style="list-style-type: none"> <li>-Transitions are smooth, spaced correctly, and without noisy, dead space</li> <li>-Makes every effort to anticipate and filter out unwanted ambient noise</li> <li>-Sound remains at a consistent level throughout</li> <li>-Screencast length keeps the audience interested and engaged</li> </ul>	<ul style="list-style-type: none"> <li>-Transitions are smooth and spaced correctly.</li> <li>-Sound levels are adequate but could be improved.</li> <li>-Screencast length is adequate.</li> </ul>	<ul style="list-style-type: none"> <li>- Transitions need refinement.</li> <li>-Too much background noise. Try re-recording using a different mic or in quieter room.</li> <li>-Some changes need to be made in the sound levels between the music and narration.</li> <li>-Screencast almost meets the length</li> </ul>	<ul style="list-style-type: none"> <li>-Go back to the editing board to eliminate “cut offs”</li> <li>-Filter your background noise and record again</li> <li>-Check your sound levels</li> <li>-Trim down your piece to eliminate any unnecessary audio.</li> </ul>

<b>Narration</b>	<ul style="list-style-type: none"> <li>-Extremely well-rehearsed, smooth delivery in a conversational style</li> <li>-Highly effective enunciation, expression, and rhythm keep the audience hooked</li> <li>-Consistently uses correct grammar</li> <li>-Volume of voice enhances presentation</li> </ul>	<ul style="list-style-type: none"> <li>-Consistently uses correct grammar</li> <li>-Volume of voice Enhances presentation</li> <li>-Well rehearsed and almost always smooth delivery</li> <li>-Effective enunciation, expression, and rhythm keep the audience interested</li> </ul>	<ul style="list-style-type: none"> <li>-Adequate rehearsal but sometimes mechanic</li> <li>-Adequate enunciation, expression, and rhythm keeps the audience interested</li> <li>-Grammar is adequate</li> <li>-Voice volume rises and falls.</li> </ul>	<ul style="list-style-type: none"> <li>-Practice your presentation until it doesn't sound like you are reading</li> <li>-Make your voice sound expressive and rhythmic</li> <li>-Increase or decrease your pace</li> </ul>
<b>Total</b>				