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| **Task** | **Poor (1)** | **Average (2)** | **Good (3)** | **Excellent (4)** |
| **Quality of Content** | * Discussion focuses mostly on contextual information not related to object * Discussion includes inaccuracies, lacks factual information or interpretative content * Discussion suggests no visual analysis was used * Offers no framework to engage viewer, and does not contribute to their understanding of the object | * Discussion focuses mostly on contextual information not related to object * Discussion includes factual information OR interpretative content * Discussion suggest poor or insufficient visual analysis * Offers little or no framework to engage viewer, and does not contribute to their understanding of the object | * Discussion addresses object, but focuses more on contextual information not rooted in object * Discussion includes factual information AND interpretative content * Discussion demonstrates use of visual analysis * Offers a framework to engage viewer, but provides only limited contribution to their understanding of the object | * Primary focus on the object as point of departure for discussion * Discussion synthesizes factual information and visual analysis to suggest content * Discussion models tools used in visual analysis * Successfully provides a framework for viewer to improve their understanding of the object |
| **Presentation Style** | * Does not fall within time specifications * Speakers lack professional demeanor AND discussion lacks clear focus * No use of a conversational model to create dialogue | * Inefficient use of time * Speakers lack professional demeanor OR discussion lacks clear focus * Relies on conversational model but dialogue is dominated by one speaker | * Efficient use of time * Speakers maintain mostly professional demeanor and discussion remains focused * Relies on conversational model but dialogue seems awkward or forced | * Efficient use of time * Speakers maintain professional demeanor and focused discussion * Relies on conversational model to allow for natural dialogue among all speakers |
| **Technical Proficiency** | * Poor audio quality makes it hard to understand * Editing is poor and transitions are abrupt and distracting | * Audio quality poor OR speakers are hard to understand * Editing and transitions detract from speakers | * Audio is mostly clear and easy to understand * Editing and transitions are mostly smooth | * Audio is clear and easy to understand * Editing and transitions are smooth |