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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
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| **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
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| **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
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