

Building the Podcast Rubric	Advanced	Proficient	Basic	Emerging
Audience	Speech was perfectly designed for this specific audience and this medium; key points were understandable; several clear connections to this audience	Speech was clearly designed for this audience and this medium; one or two points or key terms should have been more clearly explained; two or three attempts to connect with the audience	Little evidence that the speech was designed for this audience or this medium; several key points needed explanation; only one attempt to connect	No evidence that this particular audience or medium was considered; no attempt to explain things for this audience; no connectors
Content	All required content was included; purpose/message was clear; no extraneous material was included; no verbal viruses	All required content was included; purpose/message was clear; some extraneous material; no verbal viruses	Most required content was included; audience could figure out the purpose/message; unnecessary information was presented; verbal viruses present but not problematic	Important omissions of required content; unable to understand purpose/message of speech; random information in speech; verbal viruses detracted from speech
Organization	Good choice of organizational structure; opening grabbed the listeners/viewers; explicit and frequent signposts; powerful closing	Good choice of organizational structure; opening grabbed the listeners/viewers; some signposts; powerful closing	Good choice of organizational structure; ineffective opening; infrequent signposts; ineffective closing	Disorganized; ineffective opening; no signposts; speech just stopped
Aids	Aids were relevant; aids clarified important concepts; aids were appropriate for the audience and the medium; well designed;	Aids were relevant; aids clarified important concepts; aids were understandable for most of the audience; aids	Aids were relevant; aids merely repeated what was said; aids were appropriate for the most of the audience; some aids didn't work	No aid or irrelevant aids; sloppy and hard to view; music was off topic and/or distracting; no images or images that were off

	music and images were well chosen and added to the main message	worked with this medium; well designed; music and images were well chosen	with the medium; decorations and/or sloppiness diminished aids appearance; some of the music and/or some of the images seemed off point	topic
Appearance	Student looked sharp; dress was appropriate for the speech; added something to go above and beyond expectations	Student looked sharp; dress was appropriate for the speech	Student took care to adjust appearance before speech	No attempt to change appearance for the occasion
Technical elements	The camera is still and the camera is well focused on the appropriate subject; music is ducked; edits are smooth with no dead space or chopped scenes; voiceovers are well synced with underlying visuals; timing is perfect: viewers have the right amount of time to grasp visuals	Slight camera motion; the camera is occasionally off subject; occasionally music competes with voices; one or two distracting edits; voiceovers are well synced; timing is very good	Camera motion is noticeable; camera is occasionally off subject; music often makes voices hard to hear; a few dead spaces and/or choppy edits; voiceovers occasionally do not match underlying visuals; timing is occasionally off: too much time/too little time on visuals	Camera motion detracts from viewability; camera is often off subject and/or out of focus; voices are drowned out by music; choppy editing; voiceovers do not match visuals;
Graphics and effects	Intro and ending graphics are engaging and relevant; title/transition slides are clear and add to the presentation; sound effects and	Intro and ending graphics are engaging and relevant; title/transition slides are clear; some sound effects or visual effects are	Intro and ending graphics are ho-hum and do not add to the core content; some title/transition slides are hard to read; some sound effects or visual	Intro and ending graphics are distracting, off topic, and/or sloppy; no or poorly created title/transition slides; random effects detract

	visual effects add to the mood and content	inconsistent with mood and message	effects are random and off message	from the main purpose ©Erik Palmer
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