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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| **Message/Meaning** | **Clear and consistent message** | You have chosen a topic that you deeply connected with and have thoroughly and engagingly communicated your message throughout your presentation. | You have chosen a topic that has meaning for you and you have clearly and consistently communicated your message throughout your presentation. | With help, you were able to develop your message in your presentation. Think back to why you chose your topic. How can you support your ideas and say what you want to say in the most engaging way possible? | You are having trouble communicating a clear message. Go back to your “before” stage and spend time brainstorming topics and finding information to support your ideas. How can you “hook” your viewers? |
| **Key information or images to support message** | Your information and images are detailed, accurate, and demonstrates a unique comprehension of the content. You have chosen content that enhances the message. | Your information and images are detailed, accurate, and relevant and support the overall message. | With help you were able to provide information and images to mostly support your message. Spend time developing details, and check for accuracy, or relevance. How can you make sure you really consider the message to develop the presentation? | You need a little more information to make this project “pop”. How can we work together to make the message more clear to the audience? Did you use a graphic organizer? How can we develop you information? |
| **F**  **Purpose and Audience** | Your purpose is obvious, creatively stated and consistently carried throughout the presentation. Your information and images are suitable and highly engaging for your identified audience. | Your purpose is clearly stated and consistently carried throughout. Your information and images are suitable for your identified audience. | Your presentation needs more consistency and a more clearly stated purpose. The information and images used need to be selected for your identified audience. Spend more time clarifying who will be watching and why. | Make sure your information and or images are connected to avoid audience confusion about the purpose of your presentation. Try this: for every picture write down the purpose on the back. If the picture doesn’t contribute to the purpose of the presentation, don’t include it. |
| **Organization and Coherence** | **Pacing and organizational detail** | You identified focus, audience, selected key images, and or music and created a strong outline or story board that clearly linked to a successful finished product which was engaging and considered throughout. | You clearly thought about audience, gathered images, information and or music and experimented with organizational details which led to an appropriately paced and polished product. | Try to focus more heavily on organization and audience as you gather your images, and information. More time needs to be spent considering aspects of the text and the time that you want to spend on each part. How can you increase the flow? | You need to spend more time developing a sense of direction and audience prior to selecting images and information and sequencing the presentation. Using a storyboard or graphic organizer will really help! |
| **Beginning, middle, conclusion** | Your multimedia presentation was very well organized. The introduction grabbed the audience’s attention and the conclusion left them thinking. The details in the body contributed in an interesting way to your presentation. | You presented your ideas in a logical sequence. In the beginning you identified your position and main point. In the middle, you provided supporting evidence and details. In the conclusion, you generalized the comments and ideas presented. | You needed some assistance to organize your presentation in a logical sequence. Spend more time in the planning stage and ask for feedback on your outline before moving forward. Share your speech with a presentation with another group to see if it seems to flow well. | Let’s work together to see if we can organize your ideas into a beginning, middle and end. Your graphic organizer will help organize your ideas. |
| **Style and Language Choices** | **Variety of visual/ audio effects** | Your message is enhanced by creative, skilled use of sound, image, and movement. You have taken some risks and tried new things. | Your message is enhanced by effective use of sound, image, and movement. | Your use of sound, image, movement could be more directly connected to the message. At times, your choices were confusing. Really consider what you want to say and how best to say it. What effects can support this? | How can you make sure your use of sound, image, or movement enhances the message? Asking a peer to view it before you present will help! |
| **Cues and conventions –accurate and legible** | Your uses of font, spelling, transitions, sentence structure etc., enhance the project and the clarity of the message. You have ensured your visual, written and spoken language is accurate and clear. | Your use of font, spelling, transitions, sentence structures etc. are appropriate for project and the clarity of the message. You have taken care to ensure your audience will understand your message. | With help, you were able to be mostly accurate and legible. What tools do you have at your disposal to help you fix any problems you may be having? How can you “tighten up” your visual, written and oral language? | Let’s work together to fix those errors in font, spelling, transitions, sentence structure etc. because your message gets lost in the mistakes. Remember – a peer can help too! |

**Feedback:**