**VISUAL ESSAY: RUBRIC**

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| **Element** | **Level 1****Beginning** | **Level 2****Developing** | **Level 3****Exemplary** |
| **Focus question** | Focus question only indirectly connected | Focus question present but needed to be clarified. Better use of slides required. | Your focus question/s is/are answered.The audience can clearly see what this question or questions are (through title slides throughout your movie, or keynote) |
| **Use of evidence** | Information not directly quoted and sourced | In general, a variety of evidence has been used but may be lacking in areas.  | Information included has been properly quoted and cited. Significant amount of information is used from the text to support claims.  |
| **Evidence** | Analysis of evidence either mostly or completely missing | A strong attempt made to provide analysis of evidence | Analysis of evidence is clear (eg. you identified **why a particular quote or image was significant**).Critical thinking skills clearly applied. |
| **Creative use of multimedia** | Use of images, narration, music and title slides either missing, or could have been improved throughout | Strong attempt made to make creative use of images, narration, music, and title slides. | Used multimedia in creative and effective ways to enhance the presentation.There were few technical problems, and none were of a serious nature.Images and music are integrated **seamlessly** with the message of the story. |
| **Voice** | Your voice is not always apparent – at times overwhelmed by the voice of a source | A strong attempt made to create a clear message. | The visual essay reflects depth of understanding of the topic and your VOICE is clear throughout.The message conveyed by product is clear to a broad audience |
| **Acknowledging Sources and giving credit** | Full credit not provided throughout | Most sources provided.  | Full credit is given to all contributors and sources of information (including music) on a credits page (for sources, use MLA format). |
|  | 14 - 15 | 16 - 17 | 18 - 20 |

**Final grade \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**