

Introductory Podcast Rubric

CATEGORY	Exemplary	Proficient	Partially Proficient	POINTS
Introduction	9 points	6 points	3 points	___/9
	Catchy and clever introduction. Provides relevant information and establishes a clear purpose engaging the listener immediately.	Describes the topic and engages the audience as the introduction proceeds.	Somewhat engaging (covers well-known topic), and provides a vague purpose.	
	Tells who is speaking, date the podcast was produced, and where the speaker is located.	Tells most of the following: who is speaking, date of the podcast, and location of speaker.	Alludes to who is speaking, date of the podcast, and location of speaker.	
Comments				
Content	9 points	6 points	3 points	___/9
	Creativity and original content enhance the purpose of the podcast in an innovative way. Accurate information and succinct concepts are presented.	Accurate information is provided succinctly.	Some information is inaccurate or long-winded.	
	Keeps focus on the topic.	Stays on the topic.	Occasionally strays from the topic.	
	Conclusion clearly summarizes key information.	Conclusion summarizes information.	Conclusion vaguely summarizes key information	
Comments				
Delivery	3 points	2 points	1 point	___/3
	Well-rehearsed, smooth delivery in a conversational style.	Rehearsed, smooth delivery.	Appears unrehearsed with uneven delivery.	

Graphic and Music Enhancements	6 points	4 points	2 points	___/6
	The graphics/artwork used create a unique and effective presentation and enhance what is being said in the podcast and follow the rules for quality graphic design.	The graphics/artwork relate to the audio and reinforce content and demonstrate functionality.	The graphics/artwork sometimes enhance the quality and understanding of the presentation.	
	Music enhances the mood, quality, and understanding of the presentation.	Music provides supportive background to the podcast.	Music provides somewhat distracting background to the podcast.	
Comments				
Technical Production	6 points	4 points	2 points	___/6
	Transitions are smooth and spaced correctly without noisy, dead space.	Transitions are smooth with a minimal amount of ambient noise.	Transitions are uneven with inconsistent spacing; ambient noise is present.	
	Volume of voice, music, and effects enhance the presentation.	Volume is acceptable.	Volume is occasionally inconsistent.	
	Podcast length keeps the audience interested and engaged.	Podcast length keeps audience listening.	Podcast length is somewhat long or somewhat short to keep audience engaged.	