

Voki Rubric

Category	4	3	2	1
Image	The avatar matches the president. The background is appropriate.	The avatar almost matched the president. The background is appropriate.	The avatar somewhat resembled the president. The background is appropriate.	The avatar did not match the president at all OR the background was not appropriate.
Duration of the Voki	The Voki lasts 45-60 seconds.	The Voki lasts 35-44 seconds.	The Voki lasts 25-34 seconds.	The Voki lasts less than 25seconds.
Content	The Voki covers three issues.	The Voki covers two issues.	The Voki cover one issue.	The Voki does not cover any issues.
Grammar, Spelling, and Mechanics	The script does not have any grammatical, spelling, or mechanical errors.	The script has one grammatical, spelling, or mechanical error.	The script has two grammatical, spelling, or mechanical errors.	The script has three or more grammatical, spelling, or mechanical errors.
Use of Class Time	Worked on-task during the entire project. Asked relevant questions. Never distracted others.	Usually worked on-task during the entire project. Asked relevant questions. Never distracted others.	Worked some of the time on-task during the entire project. Sometimes asked relevant questions. Occasionally distracted others.	Rarely worked on-task during the entire project. Occasionally asked relevant questions. Frequently distracted others.

If using the recording option, add the following categories:

Pacing and enthusiasm	The pace (rhythm and voice punctuation) fits the commercial and helps the audience really "get into" the commercial.	Occasionally speaks too fast or too slowly. The pacing (rhythm and voice punctuation) is relatively engaging.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the commercial. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the story line or the audience.
Volume and clarity	Voice quality is clear and consistently audible throughout the commercial.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the commercial.	Voice quality is clear and consistently audible through some (70-84%) of the commercial.	Voice quality needs more attention.