



U3 The Voice & Sound of Communication

DIGITAL COMMUNICATIONS 10/11

Assessment Criteria

Criteria	Exceeds Expectations (4)	Meets Expectations (3)	Approaching (2)	Beginning (1)
Content & Storytelling (30%)	Episodes are highly engaging, clear, and well-structured. Narratives flow naturally, with strong openings, transitions, and conclusions. Questions and scripts show creativity and depth.	Episodes are engaging and clear with logical flow. Narratives include openings, transitions, and conclusions. Questions and scripts are thoughtful and appropriate.	Episodes show some structure but may lack clarity or flow. Openings, transitions, or conclusions are inconsistent. Questions/scripts are somewhat underdeveloped.	Episodes lack clear structure or purpose. Narratives are difficult to follow, and questions/scripts are minimal or missing.
Technical Quality (Audio & Editing) (30%)	Audio is consistently clear and well-balanced. Skillful editing enhances pacing and impact. Creative Commons resources (music/SFX) are integrated smoothly and legally.	Audio is mostly clear with appropriate levels. Editing is competent, with logical pacing. Music/SFX are used appropriately and legally.	Audio quality is uneven (volume, background noise). Editing shows limited control of pacing. Music/SFX are inconsistent or not always cited properly.	Audio quality interferes with comprehension. Editing is minimal or confusing. Music/SFX are missing, distracting, or not cited.
Collaboration & Process (25%)	Teamwork is highly effective: roles are clearly shared, deadlines met, and everyone contributes. Group demonstrates strong planning, communication, and problem-solving.	Teamwork is effective: most roles are shared, deadlines are met, and contributions are balanced. Group demonstrates good planning and communication.	Teamwork is uneven: roles unclear, deadlines sometimes missed, or contributions imbalanced. Limited evidence of planning and communication.	Teamwork is minimal: roles are unclear, deadlines missed, or one person carries most of the work. Little to no planning or communication.
Reflection & Professionalism (15%)	Reflection is insightful, addressing strengths, challenges, and growth in audio storytelling and collaboration. Demonstrates strong awareness of copyright/fair use.	Reflection is clear, addressing most strengths, challenges, and growth. Shows awareness of copyright/fair use.	Reflection is limited, addressing some strengths or challenges but lacking depth. Some gaps in copyright/fair use understanding.	Reflection is minimal or missing. Little or no evidence of learning about process or copyright.