**Project 2 Rubric**

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|  | **Below Average** | **Average** | **Above Average** | **Exceptional** | **Score** | **Comments** |
| **Storytelling/Rhetorical Purpose: 40 points**  *Exceptional projects will*: have a clear and coherent purpose; target a particular audience; adhere to storytelling building blocks (including frequent use of anecdotes and moments of reflection) | 0-12 pts. | 26-31 pts. | 32-35 pts. | 36-40 pts. |  |  |
| **Editing/Polishing: 20 pts.**  *Exceptional projects will*:  Be free from distracting noises; have smooth and purposeful transitions; have an even sound level throughout; have purposeful sound effects throughout | 0-12 pts. | 13-15 pts. | 16-17 pts. | 18-20 pts. |  |  |
| **Creativity: 20 pts.**  *Exceptional projects will*:  Make interesting, fresh, and unexpected rhetorical and editing choices; Approach the overall argument and setup of story from a creative perspective | 0-12 pts. | 13-15 pts. | 16-17 pts. | 18-20 pts. |  |  |
| **Rhetorical Use of Sound: 20 pts.**  *Exceptional projects will*:  Incorporate multiple modes of sound (including atmospheric/ambient noise, silence, music, vocal delivery, and sound effects); Use and combine sounds in rhetorically savvy ways (i.e., to create tension, to signal transitions, to provide background noise, to provide “symbolic screens” for particular moments) | 0-12pts. | 13-15 pts. | 16-17 pts. | 18-20 pts. |  |  |

**Deduction for failure to make an argument for Fair Use: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Total Score: \_\_\_\_\_\_\_\_\_\_\_\_\_/100**