

4-Point Rubric: TED Talk Content

SCORE	4	3	2	1	NS
Meaning	Thorough knowledge of persuasive, oral components that are clearly evident throughout the piece.	Knowledge of persuasive, oral components that are clearly evident throughout the piece.	Some knowledge of persuasive, oral components is clearly evident throughout the piece.	Knowledge of persuasive, oral components is not displayed in the piece.	
Structure	<ul style="list-style-type: none"> Effectively uses media to create a dynamic and compelling presentation that looks professional and delivers the necessary information; emphasizes visuals over text. 	<ul style="list-style-type: none"> Acceptable use of media to create a dynamic and compelling presentation that looks professional and delivers the necessary information; emphasizes visuals over text. 	<ul style="list-style-type: none"> Use of media to create a presentation that may deliver the necessary information; may emphasize visuals over text. 	<ul style="list-style-type: none"> Use of media to create a presentation does not deliver the necessary information. 	<ul style="list-style-type: none"> Unintelligible In a language other than English Off-topic Copied material Off-purpose
Focus	<ul style="list-style-type: none"> Oration/persuasive elements are clearly identified and are integral to the TED Talk. TED Talk comprehensively addresses the thesis (uses evidence such as information, data, storytelling, and more). Two outside sources are used and identified. 	<ul style="list-style-type: none"> Oration/persuasive elements are identified and are integral to the TED Talk. TED Talk addresses the thesis (uses evidence such as information, data, storytelling, and more). An outside source is used and identified. 	<ul style="list-style-type: none"> Oration/persuasive elements may be identified and may be integral to the TED Talk. TED Talk/oration may not fully address the thesis (may or may not use evidence such as information, data, storytelling, and more). No outside sources are used. 	<ul style="list-style-type: none"> Oration/persuasive elements not identified and are not integral to the TED Talk. TED Talk/oration does not fully address the thesis. No outside sources are used. 	
Conventions in Visuals	<ul style="list-style-type: none"> Little to no grammatical errors. Correct, fresh, vivid use of words. Always uses punctuation (comma, ellipsis, dash) to indicate a pause or break. Slides/clips are vibrant. Appropriate use of props. Appropriate dress code for group. 	<ul style="list-style-type: none"> Few grammatical errors. Correct use of words. Often uses punctuation (comma, ellipsis, dash) to indicate a pause or break. Slides/clips are incorporated. Some use of props. Appropriate dress code for most of the group. 	<ul style="list-style-type: none"> Some grammatical errors. Incorrect word choice may be apparent. Sometimes uses punctuation (comma, ellipsis, dash) to indicate a pause or break. A few slides/clips are incorporated. Minimal use of props. Some oversight of appropriate dress code. 	<ul style="list-style-type: none"> Many grammatical errors. Incorrect word choice may be apparent. Does not use punctuation (comma, ellipsis, dash) to indicate a pause or break. No slides/clips are incorporated. No use of props. Oversight of appropriate dress code. 	