Definition: Audio-visual communication is the ability to communicate with technical and aesthetic quality, structure and clarity, audience engagement, content, theme and purpose, and style formatting.

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| **Categories** | **Needs Improvement**  **(poor)**  **1** | **Developing**  **(low satisfactory)**  **2** | **Proficient**  **(high satisfactory)**  **3** | **Outstanding**  **(exceeds expectations)**  **4** | **Score** |
| **Technical and aesthetic quality** | * Sound, visual, editing, design and performance elements fail to meet minimal professional standards in multiple respects. * The work provides little or no evidence of an understanding of the nature of the medium or how to realize its potential. * Appropriate creativity and originality in form and execution are lacking. | * Some sound, visual, editing, design and performance elements meet or come close to meeting professional standards. * The piece only minimally appreciates and exploits the potentials of the medium. * Little creativity or originality in form and execution are in evidence. | * Most sound, visual, editing, design and performance elements meet professional standards. * The piece largely works with the nature of the medium. * Some creativity and originality in form and execution are in evidence. | * All sound, visual, editing, design and performance elements meet professional standards. * The piece works with rather than against the nature of the chosen medium, maximizing its potential. * Appropriate creativity and originality in form and execution are clearly in evidence. |  |
| **Structure and clarity** | * No structure is evident, or the structure is wholly inadequate to sustain audience interest or build to a meaningful conclusion. * The work lacks clarity and the audience is often confused about the nature or meaning of the work. | * The work has a flawed structure that frequently causes the audience the loss of a sense of focus or meaningful conclusion. * The work is minimally clear and the audience somewhat confused about the nature or meaning of the work. | * The work shows evidence of an appropriate structure that mostly sustains interest and builds to a meaningful conclusion. * The work is mostly clear and there are few instances of loss of focus or unintended confusion. | * The work shows clear evidence of an appropriate structure that sustains interest and builds appropriately to a satisfying conclusion. * The work is focused and clear. |  |
| **Audience engagement** | * The work fails to capture or hold the attention of the audience. * No emotional engagement occurs. The audience is left completely unsatisfied. | * The work gains audience attention at times but frequently loses it. * Emotional and aesthetic audience expectations are left mostly unsatisfied. | * The work captures and holds the attention of the audience with some infrequent and minor exceptions. * Emotional and aesthetic audience expectations are mostly satisfied. | * The work captures the attention of the audience at the beginning and holds it firmly until the end. * Emotional and aesthetic audience expectations are satisfied on multiple levels. |  |
| **Content, theme, and purpose** (to sell, to inform, to persuade, to move emotionally, to entertain) | * The work lacks substance and meaning, or is simplistic, or its thematic content lacks integrity, frequently contradicting itself. * The work fails to achieve any discernible purpose. | * The work has a central idea of theme but lacks sufficient substance or thoughtfulness. * The work only partially achieves its purpose. | * The work has a central idea, theme or purpose that is largely substantive and thoughtful, if not complex. * The work mostly achieves its purpose. | * The work has a central idea, theme or purpose that is substantive, thoughtful, and complex. * The work achieves its purpose. |  |
| **Style, format, and length requirements** | * The work fails to satisfy the assignment in multiple ways, or in a single but fatal violation of the assignment. | * The work only partially satisfies the assignment, with frequent or relatively serious violations. | * The work satisfies the assignment in terms of style, format and length with infrequent and relatively minor exceptions. | * The work satisfies the assignment in terms of style, format and length. |  |