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.
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| **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.
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| **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.
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| **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.
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| **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.
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