|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 20 | 18 | 14 | 10 | 5 |
| **World Wide Audience Response** | You had the most hits and likes combined on YouTube | You had the second most hits and likes combined on YouTube | You had the third most hits and likes combined on YouTube | You had the fourth most hits and likes combined on YouTube | You had the fifth most hits and likes combined on YouTube |
| **Group Work** | Each member of the team contributed to the research, the ideas and the filming or creation of your persuasive film | Each member of the team contributed to two of the three areas, but not all of them. | Each member of the team contributed, however they were not involved in everything.  |
| **Persuasive Techniques** | You have included at least one of each of the following: rhetorical question, evidence to support your argument; appeal to the readers emotions; powerful and emotive words; imagine if sentences | You have included most of the following: rhetorical question, evidence to support your argument; appeal to the readers emotions; powerful and emotive words; imagine if sentences | You have included some of each of the following: rhetorical question, evidence to support your argument; appeal to the readers emotions; powerful and emotive words; imagine if sentences | There is very little evidence of any of the following, or none at all: rhetorical question, evidence to support your argument; appeal to the readers emotions; powerful and emotive words; imagine if sentences |
| **Research** | Your work shows evidence of a great deal of research from a range of sources | Your work shows evidence of some research, but from a limited range of sources | Your work shows little, or no evidence of research into this topic |
| **Presentation** | Your work shows fantastic use of: music; appropriate images; video footage; narration; tone; understanding of audience and purpose | Your work shows basic use of: music; appropriate images; video footage; narration; tone; understanding of audience and purpose.  | Your work does not include enough variety in regards to images, music. It lacks an understanding of audience and purpose |
| **Self assessment** |  |  |  |  |  |

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