

Technical Enhancements or Effects	All digital enhancements are obviously planned and purposeful, adding impact to the storyline and focus.	Digital enhancements are used smoothly and effectively within the video.	Most digital enhancements are used smoothly and effectively within the video.	Digital enhancements accompany video, but there is little sign of purpose. Some tendency toward randomness with effects.	No enhancements add interest to the video OR there is excessive use of random enhancements, which detracts from the video
Effective oral & visual	Tour guide was given in an exceptionally effective way. Always easily heard and consistently well framed.	Tour guide was given in an effective way. It was easily heard and the video was well framed throughout.	Tour guide was given in a mostly effective way. It was mostly easy to hear and the video was mostly well framed.	Tour guide was given in a somewhat effective way. It was somewhat easy to hear and the video was somewhat well framed.	Tour guide was given in a less than effective method; often not easily heard or understood; the video was often not well framed.