

Voice Paper RUBRIC

	4	3	2	1
Each Voice	<ul style="list-style-type: none"> • Strong, convincing and meaningful connection • Abundance of details and examples • Thoroughly explained 	<ul style="list-style-type: none"> • Meaningful connections • Enough details and examples to fully support connection • Adequately explained 	<ul style="list-style-type: none"> • Connections present, but may be somewhat obvious • A few details/ examples • Adequately explained 	<ul style="list-style-type: none"> • Connections are present, but obvious and un-researched • Lacking examples & details • Inadequately explained
MLA format (no sources cited = 0)	<ul style="list-style-type: none"> • Sources cited correctly • Double spaced • 1 inch margins • 3+ sources 	1-2 errors	3-4 errors	5 or more errors

TOTAL _____ ÷ 2 = _____

Audience Paper RUBRIC

	4	3	2	1
Direct Audience	<ul style="list-style-type: none"> • Audience is specifically identified • Specifically and clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience is clearly identified. • Clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience is identified • Vaguely describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience is not clearly identified. • No clear description of expectations and hopes for audience impact.
Indirect Audience	<ul style="list-style-type: none"> • 2+ strong & specific ideas of unintended guest perceptions • Specifically and clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • 1-2 strong ideas of unintended guest perception. • Clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Vague awareness of unintended guest perception. • Vaguely describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Minimal awareness of unintended guest perception. • No clear description of expectations and hopes for audience impact.
Invisible Audience	<ul style="list-style-type: none"> • 2+ strong and specific ideas of project/presentation aspects that may be shared with others. • Specifically and clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • 1-2 strong ideas of project/ presentation aspects that may be shared with others. • Clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Vague awareness of project/ presentation aspects that may be shared with others. • Vaguely describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Minimal awareness of project/ presentation aspects that may be shared with others. • No clear description of expectations and hopes for audience impact.
Ideal Audience	<ul style="list-style-type: none"> • Audience description and reasons for choices are significant and relevant to project specifics. • Specifically and clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience description and reasons for choices are relevant to project specifics. • Clearly describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience description and reasons for choices are related project. • Vaguely describes expectations and hopes for audience impact. 	<ul style="list-style-type: none"> • Audience description and reasons for choices are vaguely related to project • No clear description of expectations and hopes for audience impact.

TOTAL _____ ÷ 4 = _____

Student Guide* to the Audience Paper:

There are **four** separate audiences you should address in your audience paper. The paper should answer the question, "How would they react to my art?" for all of these audiences?

Direct audience - These are the people that see your presentation. They will hear you explain your artistic choices and you will be able to answer their questions. How will these people react, considering they have the context to your art?

Indirect audience - These people may not see your entire presentation, or may not listen to your presentation at all. They may just see your art. They are the audience that you did not intend for. Maybe it's a teacher that walks into the class during the middle of the presentation, or a student who's attention you've grabbed for one reason or another. It's possible they'll hear a small part of your presentation, because they don't have the context of hearing your artistic choices in your art, they will only be able to judge it off what they see. Be sure to remember that your indirect audience may make assumptions about your art since you weren't there to explain it to them. How will people react without the context of your presentation?

Invisible audience - You don't have any control over this audience. People who have seen your art might tell friends or family about the art. The invisible audience may not ever see your project, but they know of it through word of mouth or through advertisement of your presentation, or even just eavesdropping into a conversation about your art. This group of people will not only lack the context of your presentation, but they will also most likely lack the pleasure of seeing your art at all. Whatever your direct and indirect audiences have taken with them regarding your art is what they'll share with your invisible audience, so consider what impacts you've made on your direct and indirect audiences to estimate exactly how much of your project your invisible audience will know about. How will this affect their opinion on your art? How do you expect your invisible audience to react to your art?

Ideal audience - If you could manipulate the conditions to anything you wanted, who would you want watching your presentation or viewing your art? Why? Is it a large group of people, or just one person? How close is your ideal audience to any of your other audiences? How would you want your ideal audience to react, and why?

**(these insights largely based on Live Journal writings from Anthony Baney, VSAA class of '06)*