

Digital Storytelling Rubric (20 marks)

CATEGORY	4	3	2	1	Subtotal
Point of View - Purpose	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to figure out the purpose of the presentation.	
Voice – Pacing - Music	<p>The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.</p> <p>Music, if used, was Mixed at the Right Level and Appropriate for the Content of the Project</p>	<p>Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.</p> <p>In addition, the music was mixed at a good level and nicely complemented the content of the project.</p>	<p>Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.</p> <p>The mixing of the music could also be improved so that it can adequately complement the content of the project.</p>	<p>No attempt to match the pace of the storytelling to the story line or the audience.</p> <p>In addition, the music was not mixed at the correct level so it did not complement the content of the project.</p>	
Images - Video	Images/video create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.	Images /video create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/ tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/ tone.	
Plot ~ 7 elements	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	The story composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections.	The story seems to need more editing. It is noticeably too long or too short in more than one section.	The story needs extensive editing. It is too long or too short to be interesting.	
Script - Storyboard	The script is extremely well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is written in an adequate manner and contains most of the required elements, including a meaningful purpose, clear focus and logical conclusion. However, with additional effort, it could be even better.	The script is poorly written lacks a meaningful purpose, clear focus and logical conclusion. Additional work on the script is definitely needed.	

Total on 20 marks: _____