

Digital Storytelling Rubric

(creativity is highly personal, use this as a carrot, not a stick)

Category	Excellent	Good	Satisfactory	Needs Improvement
Purpose (20 points)	Establishes a consistence purpose early on and maintains a clear focus. (20)	Establishes a purpose and focus but is inconsistent. (15)	There are lapses in focus and the purpose is fairly clear. (10)	Difficulty in figuring out the purpose and lacks focus. (5)
Plot, Theme, Resolution (15 points)	Has a clear beginning, middle and end. Plot is well developed by setting up a theme sustaining attention throughout and ending with a resolution. (15)	Has a loose beginning, middle and end. Plot is moderately developed by setting up a theme lightly holding attention and finding a resolution. (10)	Has minimally developed plot, theme or resolution and loses attention. (5)	Has no developed, plot, theme or resolution. (3)
Voice (15 points)	Employs pitch and timbre to connect with the audience. Voice quality is consistently clear and audible. Pace and rhythm are appropriate to hold attention. (15)	Voice quality is consistently clear and audible. Pace and rhythm are appropriate to hold attention. (10)	Voice quality is clear and audible. Pace and rhythm are consistent. (5)	Voice quality is inconsistent. Pace and rhythm do not hold attention. (3)
Sound, Emotion, Tone (15 points)	Music/sound is appropriate and enhances the story. If no music/sound, then the story is well represented through voice and images. (15)	Music/sound enhances the story. If no music/sound, then the story is represented through voice and images. (10)	Music/sound is used in the story. If no music/sound, then the story has voice and images. (5)	The story is not represented well with music or through voice and images. (3)
Content, Reflection (20)	Content clearly reflections on the outcomes of the story/project and highlights personal and professional growth. (20)	Content reflections on the outcomes of the story/project and shows some personal and professional growth. (15)	Content addresses some outcomes of the story/project and lightly touches on personal and professional growth. (10)	Content reflection, personal and professional growth are not clearly demonstrated. (5)
Economy, Time, Pace (15)	Conscious use of economizing of language for proper pacing of story and maintenance of audience attention. Length of presentation is highly appropriate for the story. (15)	Shows some economizing of language for proper pacing of story and maintenance of audience attention. Length of presentation is appropriate for story project. (10)	Shows little economizing of language for proper pacing of story and maintenance of audience attention. Length of presentation is acceptable for story project. (5)	Lack of economizing of language for proper pacing of story and maintenance of audience attention. Length of presentation is not acceptable for story project. (3)