

**Digital Storytelling Rubric** (Staple a copy of your storyboard to the back of this rubric.)

Name: \_\_\_\_\_

	Score	9	6	3	1
<b>Storyboard</b>		Complete and detailed evidence of planning throughout entire storyboard including sketches, sequencing, pacing, and consistent storytelling.	Evidence of planning through 2/3 of storyboards including sketches, sequencing, pacing, and storytelling.	Evidence of planning through up to 1/3 of storyboard including sketches, sequencing, pacing, and storytelling.	Little to no evidence of planning including minimally completed sketches, sequencing, pacing, and storytelling.
<b>Point of View</b>		Establishes a purpose and maintains clear focus; strong awareness of audience.	Focuses on a purpose; communicates with an audience.	Some evidence of communicating with an audience for a specific purpose; some lapse in focus.	Limited awareness of audience and/or purpose.
<b>Content and Theme</b>		Content is clearly relevant to story and theme, message is distinctly clear.	Content has some relevance to story and theme, message is clear with some confusing points.	Content has little relevance to story and theme, message is not clear.	Content has no relevance to story and theme; there is no message.
<b>Emotional Content</b>		Audience is deeply and emotionally engaged.	Audience is emotionally engaged.	Audience lapses in emotional engagement.	Audience has little to no emotional engagement.
<b>Images</b>		Images create a distinct atmosphere or tone that matches different parts of the story.	Images create an atmosphere or tone that matches some parts of the story.	Made an attempt to use images to create atmosphere/tone but needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
<b>Voice - Consistency</b>		Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation.	Voice quality is clear and consistently audible through some (70-84%) of the presentation.	Voice quality needs more attention.
<b>Voice – Pacing</b>		The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the story line or the audience.
<b>Soundtrack - Emotion</b>		Music stirs a rich emotional response that matches the story line well.	Music stirs a rich emotional response that somewhat matches story line.	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, OR was not used.
<b>Editing</b>		Transitions, effects, audio, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video.	Most transitions, effects, audio, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video.	Some transitions, effects, audio, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video.	Little to no transitions, effects, audio, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video.
<b>Duration of Presentation</b>		Length of presentation was 3-5 minutes.	Length of presentation was 2-3 minutes.	Length of presentation was 2 minutes.	Presentation was less than 2 minutes long OR more than 5 minutes.
<b>Documentation</b>		All sources are cited completely; copyrighted material, if used, is identified.	Sources are cited but not in every case; not always clear that copyrighted material, if used, is cited correctly.	Sources are rarely cited; it is not clear that copyrighted material, if used, is cited correctly.	Sources are not cited.

Comments: