Digital Storytelling Rubric

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

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| CATEGORY  | **20**  | **15**  | **10** | **5** | 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**  | The pace (rhythm and voice punctuation) fits the storyline 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 the 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.  |   |
| **Images**  | Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.  | Images 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.  |   |
| **Economy**  | 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.  |   |
| **Grammar**  | Grammar and usage were correct (for the dialect chosen) and contributed to clarity, style and character development.  | Grammar and usage were typically correct (for the dialect chosen) and errors did not detract from the story.  | Grammar and usage were typically correct but errors detracted from story.  | Repeated errors in grammar and usage distracted greatly from the story.  |   |

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| **Final Score:**  |