

## Digital Storytelling Rubric

Category	4	3	2	1
<b>Originality, Voice, Creativity</b>	The story is original and is told with a sense of personal voice. The graphics and story line are creative and organized in a clear, logical way.	The story is original and told with a sense of personal voice. Most information is organized in a clear, logical way.	The story is original and told with a sense of personal voice. Some images seem to be out of place making the story difficult to follow.	There is no clear story. Images/video seem to be sequenced randomly.
<b>Story/Content</b>	Establishes a purpose and maintains a clear focus throughout. The story is engaging, well organized, and has a clear beginning, middle and end. The story is easy to follow.	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose/organization is fairly clear. The story seems to need more editing. It is noticeably too long or too short in more than one section.	It is difficult to figure out the purpose of the presentation. The story needs extensive editing. It is too long or too short to be interesting.
<b>Voice</b>	Voice quality is clear and consistently audible throughout the presentation. The pace is engaging for the audience.	Voice quality is clear and consistent. Pace occasionally may be too fast or slow.	Voice quality and or pace is inconsistent through most of the presentation.	Voice quality and or pace need more attention.
<b>Soundtrack</b>	Music is well coordinated with video; adds meaning or tone; easy to understand. All non-original works have been properly credited/cited.	Music is mostly well suited to the meaning and tone of the video but it may be uneven (too loud or too soft) at times.	Music is somewhat distracting. Music is not coordinated with storyline.	Music is distracting, uneven, or inappropriate; not coordinated with storyline.
<b>Images</b>	Exceptional use of images that correlates with the context of the story. Images in focus; camera angles are steady, varied and interesting.	Images correlate with most of the story. Most images are clear and in focus.	An attempt was made to use images that correlate to the story. Some images are clear and in focus.	Images are out of focus; no variation in camera angles. Poor image quality. Images detract from the storyline.
<b>Transitions &amp; Edits</b>	Transitions/effects are seamless and add to the flow of the video. The titles/credits are clear.	Some transitions/effects are distracting. Some titles/credits are not clear.	Most titles/credits are not clear. Most of the transitions/effects are distracting to the flow of the story.	The transitions are confusing; overused; detract from the "flow" of the video

**STUDENT NAME:** \_\_\_\_\_ **SCORE:** \_\_\_\_\_