

Multimedia Project Rubric : Digital Storytelling

Student Name: _____

CATEGORY	EXPERT: CAN HELP TEACH OTHERS (4)	VERY GOOD (3)	GOOD (2)	NEEDS ASSISTANCE (1)	
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.	
Organization	Content is well organized, following a logical progression and includes a title page, transitions, and end page.	Content is well organized, following a logical progression and includes a title and end page.	Content is logically organized for the most part.	There was no clear or logical organizational structure, just lots of facts.	
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.	
Voice Pacing	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 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.	
Sound Track Emotion	Music stirs a rich emotional response that matches the story line well.	Music stirs a rich emotional response that somewhat matches the 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.	
Permissions	All permissions to use graphics "borrowed" from web pages or scanned from books have been requested, received, printed and saved for future reference.	All permissions to use graphics "borrowed" from web pages or scanned from books have been requested and received.	Most permission to use graphics "borrowed" from web pages or scanned from books have been requested and received.	Permissions were not requested for several graphics "borrowed" from web pages or scanned from books.	
Originality	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.	