

Digital Storytelling : DISTCO 2009 Evaluation Rubric					
Evaluator's Name:					
Digital Story ID:					
CATEGORY	4	3	2	1	Score
<b>Point of View - Awareness of Audience</b>	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.	
<b>Economy</b>	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.	
<b>Dramatic Question</b>	Realization is dramatically different from expectation.	Realization differs noticeably from expectation.	Realization barely differs from the expectation.	Realization and expectation do not differ.	
<b>Voice - Consistency</b>	Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (70-95%) of the presentation.	Voice quality needs more attention.	No Voice is included	
<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 the pacing does not fit the story line. Audience is not consistently engaged.	No Voice is included	
<b>Soundtrack - Originality</b>	All of the music is original.	Most (over half) of the music is original.	Some of the music is original.	No music is original OR is not used.	
<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 the story line.	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, OR is not used.	
<b>Images</b>	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.	
<b>Duration of Presentation</b>	Length of presentation was 5 minutes.	Length of presentation was 4 minutes.	Length of presentation was 3 minutes.	Presentation was less than 2 minutes long OR more than 6 minutes.	
<b>Grammar</b>	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.	
<b>Point of View - Purpose</b>	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.	
				TOTAL	

**Source:** Dogan, B. (2009). Educational Uses of Digital Storytelling: The Challenges of Designing an Online Digital Storytelling Contest for K-12 Students and Teachers. In Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2009 (pp. 3879-3884). Chesapeake, VA: AACE. Retrieved from <http://www.editlib.org/p/32037>. Download at [http://www.distco.org/ED-MEDIA\\_Dogan\\_2009.pdf](http://www.distco.org/ED-MEDIA_Dogan_2009.pdf)