

Digital Storytelling : DISTCO 2012 Evaluation Rubric

Evaluator's Name:					
Digital Story ID:					
CATEGORY	4-Very good	3-Good	2-Average	1-Needs Improvement	Score
Point of View - Awareness of Audience and Purpose	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience. Establishes a purpose early on and maintains a clear focus throughout.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience. Establishes a purpose early on and maintains focus for most of the presentation.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience. There are a few lapses in focus, but the purpose is fairly clear.	Limited awareness of the needs and interests of the target audience. It is difficult to figure out the purpose of the presentation.	
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.	
Creativity	Overall the work is highly creative.	The work is creative.	The work is somewhat creative.	The work is not creative.	
Dramatic Question	Realization is dramatically different from expectation.	Realization differs noticeably from expectation.	Realization barely differs from the expectation.	Realization and expectation do not differ.	
Script/Story	The script/story is original and making a contribution to the overall product.	The script/story is somewhat original and making a contribution to the point of the story.	The script/story is somewhat original and making a little contribution to the point of the story.	The script/story is not original, thus not making a contribution to the product.	
Voice - Consistency	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.	
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	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story	No Voice is included.	

		engaging for the audience.	line. Audience is not consistently engaged.		
Soundtrack - Originality	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.	
Soundtrack - 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 is not used.	
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.	
Duration of Presentation	Length of presentation is between 5-3 minutes and it feels the right amount of time for the story told.	Length of presentation is between 5-3 minutes but it feels that the story should be longer or shorter in length.	Length of presentation was 2 minutes.	Presentation was less than 2 minutes OR more than 6 minutes.	
Language	Appropriate language is used throughout the story.	Appropriate language is used in majority of the story.	Inappropriate language is frequently used in the story.	No Script/Story or Voice Recording	
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.	
Technical Quality (Image and Video)	Overall, the picture and video resolution is exceptionally good and within the limit of contest requirements.	Overall, the picture and video resolution is good and within the limit of contest requirements.	Overall, the picture and video resolution is low but within the limit of contest requirements.	Overall, the picture and video resolution is low and not within the limit of contest requirements.	
Copyright Issues	All work used (story, images, and music) seems original and an effort has been made to address copyright issues (eg. Listing sources of multimedia within the story).	Most of the work used (story, images, and music) seems original and some effort has been made to address copyright issues (eg. Listing sources of multimedia within the story).	Some of the work used (story, images, and music) seems original and little effort has been made to address copyright issues (eg. Listing sources of multimedia within the story).	None of the work used (story, images, and music) seems original and no effort has been made to address copyright issues (eg. Listing sources of multimedia within the story).	
TOTAL					