

# Digital Storytelling Rubric (K-12)

COMPONENTS	GOT IT! (3)	X	ALMOST THERE! (2)	X	NEEDS WORK! (1)	X
<b>TOPIC</b>	The topic of the story is clear to the viewer near the beginning of the story. It may be stated or inferred.		The topic of the story is not clear to the viewer until the story is over. It may be stated or inferred.		The topic of the story is not evident to the viewer. It needs to be stated or inferred.	
<b>PURPOSE</b>	The viewer understands the reason the story was created after watching it.		After watching the story, the viewer may not understand the purpose of the story.		The purpose of the story is not clear to the viewer. The story needs to be re-created with a specific purpose in mind.	
<b>CREATOR</b>	The creator of the story is mentioned or text appears with the name of the creator in the story.		The creator's name appears at the end of the story.		The creator of the story is not mentioned or shown. It is important the audience knows who the creator is.	
<b>AUDIENCE</b>	The intended audience for the story is clear. It may be stated or just inferred.		The intended audience for the story is not clear to the viewer until the story is over. It may be stated or just inferred.		The intended audience for the story is not evident to the viewer. It needs to be stated or inferred.	
<b>ORGANIZATION</b>	The story is presented in an organized and logical manner. The viewer is able to follow along easily.		Parts of the story do not flow and the viewer may have a hard time following along with the story easily.		The story is not organized in a logical manner and the viewer cannot follow along. The order in which the topics are presented needs to be re-considered.	
<b>NARRATION</b>	If the story has narration, it is clear and easy to understand. The tone and pace of the narration adds to the viewer's enjoyment.		If the story has narration, it is clear and easy to understand. The tone and pace of the narration is flat and needs to be re-worked.		If the story has narration, it is not clear and easy to understand. The narration should be re-recorded and attention to the tone and cadence of the narration should be considered.	
<b>MULTIMEDIA</b>	If the story includes music and video, these components significantly improve the story for the viewer.		If the story includes music and video, each of these may not significantly improve the story for the viewer and should be edited or cut.		If the story includes music and video, many of these do not significantly improve the story for the viewer and should be edited or cut.	
<b>EDUCATIONAL VALUE</b>	The digital story has a significant educational value for the intended audience.		The digital story has some educational value for the intended audience.		The digital story has little educational value for the intended audience. Story needs to be re-worked to inform, instruct, or entertain.	
<b>MECHANICS</b>	The story contains no misspellings or grammatical errors.		The story contains several misspellings and/or grammatical errors and these should be corrected.		The digital story contains many misspellings or grammatical errors and needs to be edited.	
<b>SOURCES</b>	The story contains a works cited page with all image and quote sources cited in the required citation format.		The story contains a works cited page with most image and quote sources cited in the required citation format.		The story is missing a works cited page and/or few image and quote sources are cited in the required citation format.	
<b>ORIGINALITY</b>	The digital story shows a a large amount of original thought. Ideas are creative and inventive.		Digital story shows some original thought. It includes new ideas and insights.		The digital story uses ideas from others and may or may not give credit. Little evidence of original thought.	