Sample Rubric

Because this is a new type of assignment, you may wonder how its quality will be assessed. A "rubric" is a set of criteria for assessing quality and targeting areas for improvement. The digital case rubric below is the framework within which your final assignment will be judged. You may want to refer to it often as you develop your script and storyboard -- it will help you stay on track and come up with ideas for improvements.

CATEGORY1	Excellent	Good	Satisfactory	Needs Improvement
Point of View				
- Purpose	Establishes a purpose early on and maintains a clear focus throughout. It is clear that the authors care about their video and feel that they have something important to communicate.	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.
- Audience	Strong awareness of audience/viewer 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.
Dramatic Question	Content is engaging -- viewer is left with thought-provoking ideas and/or the story develops in a way that's different from initial expectations. Useful for prompting discussion and dialogue.	Content is interesting -- viewer is left with thought-provoking ideas and/or the story develops in a way that's different from initial expectations.	Some surprises and/or insights, but realization barely differs from the expectation.	Predictable and not very interesting. Realization and expectation do not differ.
Script/Voice				
- Script	Compelling and well written -- concise use of words to make important points. Deftly integrates course themes into the video (e.g., cultural diversity, multiple perspectives on a topic, integrative thinking across disciplines). Integrates at least one quote from course readings -- not tacked on, but integral to the meaning of the piece.	Well written -- makes important points. Speaks to some of the course themes (e.g., cultural diversity, multiple perspectives on a topic, integrative thinking across disciplines). Integrates at least one quote from course readings.	Adequately written, but sometimes meanders or is confusing. Addresses at least one course theme (e.g., cultural diversity, multiple perspectives on a topic, integrative thinking across disciplines). Uses at least one quote from course readings.	Difficult to understand the point. Doesn't address course themes. Doesn't reference course readings.
- Audio	Voice quality is clear and consistently audible throughout the presentation. If music is used, it enhances the piece and matches the story line.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation. If music is used, it matches the story line.	Voice quality is clear and consistently audible through some (70-84%) of the presentation. If music is used, it is not distracting -- but it also does not add much to the story.	Voice quality needs more attention. If music is used, it is distracting, too loud, and/or inappropriate to the story line.
- 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.

Emotion	Emotional dimension of the piece matches the story line well. Viewers are encouraged to care about the topic, person, organization, etc.	Emotional dimension of the piece somewhat matches the story line.	Emotional dimension of the piece is distracting (over the top) and/or does not add much to the story.	Emotional dimension of the piece is inappropriate OR absent.
Images	Illuminating: Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors. The meaning of the story is transformed by the use of images.	Interpretive: Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors. The story relies on images to convey meaning.	Illustrative: An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical. Images are decorative -- the story is not altered by the use of images.	Inappropriate: Little or no attempt to use images to create an appropriate atmosphere/tone. Images interfere or are at cross-purposes with the story's meaning.
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.
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Rubric categories adapted from the Center for Digital Storytelling's "Seven Elements of Digital Storytelling" as outlined in the Digital Storytelling Cookbook.

Sample Peer/Faculty Feedback Form

A form like this can be used several times during a story development as a framework for faculty/peer feedback on script, storyboard, and/or finished piece.

Digital Story Feedback For (Name): _____ **Date:_____**

Story Title:_____

Criteria	Assessment/Feedback			
	Outstanding	Satisfactory	Poor	Why? (Include Suggestions for Improvement)
Has A Point (of View) - purpose - stance				
Engaging - interesting - surprising - thought-provoking				
Quality Script/Voice - well spoken - good pacing - music, if any, furthers message				
Use of Images/Video - combined w. voice, adds new insight - visual flow				
Wise Economy and Detail - pacing - pare away AND - dig deeper				