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| **Digital Storytelling : Digital Storytelling** |  |  |
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| Teacher Name:  |  |  |  |
| Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
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| CATEGORY | 4 | 3 | 2 | 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. |
| Point of View - Awareness of Audience | 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. |
| Grammar | Grammar and usage were correct all of the time. The story was easy to follow. | Grammar and usage were typically correct 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. |
| Images | Images match different parts of the story. Image choices make sense all of the time. | Images match some parts of the story. Image choices make sense some of the time. | Images are hard to follow and do not make sense. | Little or no attempt to use images to create an appropriate atmosphere. |
| 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. |
| Soundtrack  | The music contributes strongly to the overall message of the story. | Music is consistent with theme of the story. | Music is mostly consistent with theme of the story. | Music distracts from theme of the story. |
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