Grading Rubric for a Student Digital Storytelling Project

The Digital Storytelling Project is worth a maximum of 20 points based on the following 5 grading categories:

DIGITAL STORYTELLING PROJECT	Outstanding	Good	Average	Poor	No Credit
1. Purpose of the Project	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the project.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to understand the full purpose of the project.	No purpose is included or the project was not submitted.
	4 points	**3 points**	**2 points**	**1 point**	**0 points**
2. The Script is Well Written and Establishes a Meaningful Purpose for the Story and Maintains a Clear Focus Throughout Until Reaching a Logical Conclusion	The script is extremely well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is written in an adequate manner and contains most of the required elements, including a meaningful purpose, clear focus and logical conclusion. However, with additional effort, it could be even better.	The script is poorly written lacks a meaningful purpose, clear focus and logical conclusion. Additional work on the script is definitely needed.	The script was poorly written and does not contain the required elements, or no final project was submitted.
	4 points	**3 points**	**2 points**	**1 point**	**0 points**
3. Audio Narration was of High Quality and Loud Enough to be Heard Clearly; and Music, if used, was Mixed at the Right Level and Appropriate for	The project contains excellent high-quality audio narration that can be clearly heard and understood. In addition, if music was used, it was	The project contains good-quality audio narration that can be clearly heard and understood. In addition, the music was mixed at a good level	The project contains fair - quality audio narration that could be improved with additional effort. The mixing of the music could	The project contains poor-quality audio narration that need a significant amount of additional effort. In addition, the music was not	The audio narration was difficult to understand needs to be re-recorded. In addition, the music was not mixed at the proper level

the Content of the Project	mixed at the correct level and perfectly complemented the content of the project.	and nicely complemented the content of the project.	also be improved so that it can adequately complement the content of the project.	mixed at the correct level so it did not complement the content of the project.	or was not appropriate for the project; or no final project was submitted.
	4 points	**3 points**	**2 points**	**1 point**	**0 points**
4. Project Includes 5 Elements of Design	The images used in the project demonstrate excellent proficiency using a digital camera and at least 4 elements of design.	The images used in the project demonstrate good proficiency using a digital camera and at least 3 elements of design.	The images used in the project demonstrate average proficiency using a digital camera and at least 2 elements of design.	The images used in the project demonstrate poor proficiency using a digital camera and at least 1 element of design.	The images used in the project demonstrate no proficiency using a digital camera and no elements of design were used.
	4 points	**3 points**	**2 points**	**1 point**	**0 points**
5. Choice of Content is Appropriate for the Topic and Contains an Instructional Component	The content used in creating the project demonstrates an excellent connection to the topic and could easily be used in an instructional setting.	The content used in creating the project demonstrates a good connection to the topic and could be used in an instructional setting.	The content used in creating the project demonstrates a fair connection to the topic and probably could be used in an instructional setting.	The content used in creating the project demonstrates a poor connection to the topic and could only be used in an instructional setting with considerable modification.	The content used in creating the project demonstrates no connection to the topic and could not be used in an instructional setting, or the project was not submitted.
	4 points	**3 points**	**2 points**	**1 point**	**0 points**

Information about Original Writing, Using Quotes, Paraphrasing and Citing Sources

Below are some additional guidelines related to original writing, using direct quotes, paraphrasing and citing sources:

- You should keep a record of all of the sources you use in both writing your script and creating your digital stories. You should include a credits slide or slides at the end of your project that list the names and locations of material you used.

- You may also paraphrase material from other sources. Paraphrasing means that you took material that someone else wrote and re-wrote it in your own words. It also means that you re-wrote all of the original material in your own words, not just part of it.

- When you paraphrase material from other sources, you should include a reference to that information on your credits slide. References should contain as much information as you have about the material, such as the name of the author(s), the work where the material originated (name of book, journal, magazine, newspaper, etc.), the date the work was written, and if you found the information on the web, the URL of the web page where the information was found.

- You should also include references to any commercial music that you used, although commercial music should only be used when it is part of the project or reflects a mood or period in time that other music cannot do. When possible, it is best to use royalty-free music, which we will discuss in more detail during the semester.