Digital Storytelling Rubric

Story (top section, outer to inner):
- Merely recites what happened (event focus). Limited purpose.
- Formulaic. Little audience engagement.
- Some evidence of communicating with audience for specific purpose. Some lapse in focus. Audience is sometimes engaged.
- Strong narrative flow. Specific focus/point. Plays with audience expectation. Audience is engaged.
- Establishes clear focus and purpose for the story. Narrative has dramatic effect. Strongly aware of audience. Deeply engages emotions.

Use of Voice:
- Reads text. Flat tone of voice.
- Difficult to hear. Little expression.
- Some consistency in presentation. Occasionally conversational tone, with slips into merely reading aloud.
- Uses expression. Consistency through most of narrative. Speaks in conversational style.
- Natural and engaging speaking voice. Highly expressive. Rhythm/pace/tone fits narrative flow.

Use of Images:
- Images clash with the tone and pacing of the narrative.
- Illustrative use of images - The story would be virtually the same without the use of the images used. The images could be easily interchanged with others without altering the meaning of the story.
- Inconsistent use of images – the images create a disconnect from the story.
- Interpretive use of images - The story relies on the images for the meaning. There is a strong fit between the images and where they are placed in the story. To remove the images would alter the meaning.
- Illuminative use of image. These images completely change the way the story is understood.

Pacing:
- Automated flow. Does not highlight key moments.
- Little use of rhythm. Images and text do not flow together.
- Some rhythm or flow. Vitality of story flow lapses occasionally. Any pauses are more mechanical or for punctuation (rather than effect).
- Brings the story to life. Creates tension and excitement. Engaging story rhythm. Pauses and silence used to create maximum impact.
- Author has clearly thought through the exact pacing to bring the audience into and out of the story.

Economy:
- Too much information.
- Unnecessary repetition. Basic flow.
- Images are logical, though at times there are either too many or too few images to suit the narrative progression.
- Allows images to speak for the narrative. Sequential flow. Images and text often create atmosphere/tone for the story.
- Succinct. Strong sequential flow. Images create atmosphere and tone. Uses symbolism and metaphor.

Use of Music:
- Music is too loud/ used too long, and makes voice narration difficult to follow.
- Sound effects/music do not fit pace of story. Use of sound effects distracts and pulls audience from story.
- Music inconsistently affects tone. At times, the music does not fit. Choppy editing of music, and occasional problems with volume level.
- Makes use of silence and pauses. Use of music adds to emotional impact of the narrative.
- Carefully woven. Music stirs a rich emotional response that heightens the message of the text.

galileo **Digital Storytelling Rubric**

This is a general rubric.