Digital Storytelling Rubric:

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| **Category**  | **4 Points**  | **3 Points**  | **2 Points**  | **1 Point**  |
| **1. Purpose of Story**  | 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.            |
| **2. Point of View**  | The point of view is well developed and contributes to the overall meaning of the story.  | The point of view is stated but does not connect with each part of the story, although an attempt is made to connect it to the overall meaning of the story.  | The point of view is stated but no attempt is made to connect it to the overall meaning of the story.  | The point of view is only hinted at, or is difficult to discern.  |
| **3. Content and Theme** | Content is clearly relevant to the story and theme, message is distinctly clear. | Content has some relevance to story about theme, message is clear.  | Content has little relevance to story and theme, message is not clear. | Content has no relevance to story and theme, there is no message. |
| **4. Use of Images**  | Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.  | Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.  | An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.  | Little or no attempt to use images to create an appropriate atmosphere/tone.  |
| **5. Economy of Story Detail**  | 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.  |