

Collin McKinney Digital Storytelling Contest 2011 Rubric



School Name:				Teacher Name:	
Student Names:					
CATEGORY	20	15	10	5	Subtotal:
Content	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	
Creativity	Complete originality in composition and delivery, strong evidence of critical thinking skills	1 element is not original in composition and delivery, some evidence of critical thinking skills	2 elements are not original in composition and delivery, little evidence of critical thinking skills	3 or more elements are not original in composition and delivery, no evidence of critical thinking skills	
Storyboard	Complete and detailed evidence of planning throughout entire storyboard including sketches, sequencing, pacing, and consistent storytelling	Evidence of planning through most of storyboard including sketches, sequencing, pacing, and storytelling	Evidence of planning through some of storyboard including sketches, sequencing, pacing, and storytelling	Little or no evidence of planning including minimally completed sketches, sequencing, pacing, and storytelling	
Digital Elements	Strong use of quality sound, quality text, and quality graphics adding overall impact of presentation	Some elements of quality sound, quality text, and quality graphics adding overall	Very few elements of quality sound, quality text, and quality graphics adding overall impact of	Little to no elements of quality sound, quality text, and quality graphics adding overall impact of	
Self-Reflection	Work was equally shared among all group members and ideas/person was treated with respect all of the time	Work was mostly shared among all group members and ideas/person was treated with respect most of the time	Work was completed by one member of the group and ideas/person was treated with respect very few moments	Some of the work was not completed by the group due to challenges of lack of respect evident in group interaction	

Final Score: _____