Digital Storytelling Rubric (Projects 1 & 2)

Video:The Great Depression

Name: \_Susan Robinson

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|  | Emerging | Competent | Exemplary |
| General Communication Quality | The message of the video is not clear some or most of the time. | The message of the video is clear most of the time, but occasionally the video wanders or gets off track or is unclear. | The message of the video is crystal clear, no ambiguity or wandering. Everything in the video is purposeful communication. |
| Text Communication | Amount of text not appropriate to communication purpose  Word choice is dull, uninspired or trying too hard to impress with inappropriate words  Lacking fluency, details or originality  Many mechanical errors detracts and interferes with message | Amount of text matches purpose of communication  Word choice is acceptable but routine, language is basically effective  Fluent with some details, minimal originality  Few mechanical errors – existing errors are only minimally distracting and do not interfere with message | Amount of text effectively supports purpose of communication  Word choice is powerful – specific, accurate, vivid/descriptive  Highly fluent, expressive, detailed and original  Minor or no mechanical errors – reflects graduate level competency (spelling, punctuation, grammar, sentence structure. |
| Image Communication | Not relevant to topic – use appears mostly as “decoration”  Images detracts or inappropriate for content/audience  Tone/style/theme of video not developed with images  Charts/graphs overused, confusing or extraneous to topic’s message  Technical quality below acceptable standards | Relevant and supportive of topic’s message  Images appropriate to content/audience  Tone/style/theme of images attempted but not sustained or consistent  Charts/graphs appropriate and accuracy, with clear labeling and source used satisfactorily  Technical quality adequate | Significant, enriching contribution extending relevancy and meaning to the topic’s message  Images highly engaging for content/audience  Striking, original – insightful tone/style/theme of image use  Charts/graphs are appropriate and accurate with clear labeling/source extending message  Technical quality high |
| Communication Design | Design theme(s) used inconsistently or inappropriately for topic and audience  Layout balance not achieved with multiple design elements not working  Too many fonts used, interfering with readability, not always suitable to topic, confuses/detracts from meaning  Not enough white space; use of colors, backgrounds, graphics meaning more distracting than helpful  Transitions frequently inappropriate or distracting from message  Special effects frequently do not work distracting from the topic’s message  Overall design is unappealing and inappropriate for purpose/audience | Design theme appropriate for topic and audience  Layout balance attempted  Fonts readable and appropriate  White space, colors, backgrounds, and graphics used appropriately  Transitions applied satisfactorily  Special effects working but do not necessarily flow  Overall design has adequate appeal but shows some inconsistencies with purpose/audience | Creative, striking design theme maintained consistently – extending value and meaning to the message  Layout has intentional balance/unity of elements and structure  Fonts readable w/ no more than three styles consistently applied – creatively extends meaning of message  White space, colors backgrounds, graphics used creatively and effectively -- highly engaging to message  Special effects fluid and working, extends meaning of message  Overall design has aesthetic appeal/ease of use consistent with purpose/audience |
| Creativity | Little creativity – project includes nothing new, interesting, or exciting. | Parts of the project show some creativity in design and students will have an opportunity to be creative. | Entire project is creative, packed with new, interesting, and exciting ideas and approaches. Students will be required to be creative as they work on the project. |

Comments: I think that this is a good, solid video. The message is clear and the elements (photographs, music, transitions, etc.) all work together to create a somber mood. I think that this is fitting given the subject matter. I think that the font of the text was a bit plain, and I could have used a different one (or a different color) to enhance the text.

Some components adapted from Digitales Scoring Guides, http://www.digitales.us