Digital Storytelling Project Grading Rubric

CATEGORY	Excellent (4 points)	Good (3 points)	Fair (2 points)	Poor (1 point)
Story Purpose	Establishes a purpose early on and maintains a clear focus throughout. Clearly (implicitly or explicitly) articulates how a particular aspect of the study abroad experience has contributed to the author's intercultural learning/ development. It is clear that the author cares about the video and feels s/he has something important to communicate.	Establishes a purpose early on and maintains focus for most of the presentation. Articulates how a particular aspect of the study abroad experience has contributed to the author's intercultural learning/ development.	There are a few lapses in focus, but the purpose is fairly clear. Makes some connection between the study abroad experience and intercultural learning/development.	It is difficult to figure out the purpose of the presentation. Little or no connection is made between the study abroad experience and the author's intercultural learning/ development.
Script	Compelling and well written – concise use of words to make important points. Deftly integrates course themes (e.g., intercultural competence, multiple perspectives on a topic, culture value patterns, Personal Leadership practices, etc.) into the video.	Well written – makes important points. Speaks to some of the course themes (e.g., intercultural competence, multiple perspectives on a topic, culture value patterns, Personal Leadership practices, etc.).	Adequately written, but sometimes meanders or is confusing. Addresses at least one course theme (e.g., intercultural competence, multiple perspectives on a topic, culture value patterns, Personal Leadership practices, etc.).	Difficult to understand the point. Doesn't address course themes.
Dramatic Question/ Creative Tension	Content is engaging – viewer is left with thought-provoking ideas and/or the story develops in a way that's different from initial expectations. Useful for prompting discussion and dialogue.	Content is interesting – viewer is left with thought-provoking ideas and/or the story develops in a way that's different from initial expectations.	Some surprises and/or insights, but realization barely differs from the expectation.	Predictable and not very interesting. Realization and expectation do not differ.

Voice/Pacing	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the story line or the audience.
Images	Images create a distinct atmosphere or tone that matches different parts of the story. Images are effectively used to help "show not tell" the story. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the story. Images are occasionally used to "show not tell" 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.
Economy	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.