Digital Storytelling Rubric

Category	Exceeds	Meets	Approaching	Experiencing Difficulty	Score
Song Length **(Time Requirement)** **(10 Points)**	Meets the 3 minute minimum requirement.			Does Not Meet the 3 minute requirement.	
Visual Media **(40 Points)**	Excellent choice of visual media. Images are free of watermarks and pixellation (Blurriness). No thumbnails used. Images enhance the story in a well thought out literal or symbolic manner. Effective use of effects or the Ken Burns effect. No repeated images.	Most images chosen enhance and illustrate the lyrics effectively either literally or symbolically. 1 or 2 low quality (blurry), thumbnails, or watermarked images are present. Ken Burns movement occasionally used to enhance the images.Pix A few images repeat a couple of times.	The chosen images only sometimes enhance the project. 3 -5 images are low quality (blurry), thumbnails or watermarked. Excessive repetition of photos/ images is easily noticed. Some images repeat more than twice.	Poor and/or repetitive choices of visual media. 6 or more images are of low quality (blurry) thumbnails or watermarked. Many images seem random and fail to enhance the story in a literal or symbolic manner. No attempt to use effects, Ken Burns, etc. Some Images rep[eat 3 or more times.	

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Ken Burns Effect/FX **(Used at least 5 times)** **(10 points)**	Excellent use of effects and/or the Ken Burns effect. Ken Burns effect used at least 5 times or more. Movement varies.	FX/Ken Burns effect is used 5 times or more. Movement varies most of the time. Only ,minor speed or movement issues on some images.	FX/Ken Burns effect is used but less than 5 times Movement seems to be on autopilot. Speed and/or movement issues on some images distract the audience.	FX/Ken Burns effect is not used at all. Movement does not vary. Major speed & movement issues on many images.distract the audience.	

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Song Acquisition **(10 points)**	Student was able to acquire & bring in the self-chosen song all by his/her self.			Student was NOT able to acquire & bring in the self-chosen song all by his/her self.	
Pacing **(10 Points)**	Excellent pacing without any rushing or stalling. The visuals flows well with music.	Adequate pacing is evident. Minor moments of rushing or ineffective lulls. The visuals flow with the music most of the time.	Pacing inconsistent with the music. Rushing and/or slow periods are often present.	Poor pacing evident throughout. The visuals are clearly too fast or too slow. The visuals do not flow with the music pace.	

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Transitions (At least 5 are required) **(10 Points)**	Excellent choice and use of 5 or more transitions. Transitions which help blend the visuals together and/or are purposely used to add dramatic effect or control the viewer's focus. Transitions were used between all images that applied the Ken Burn's effect.	At least 5 transitions were used and were appropriate helping to enhance the flow of the story. Transitions were used between all images that applied the Ken Burn's effect.	Only 1-4 transitions were used. Transitions fail to enhance the flow of the story due to poor choices that end up distracting the viewer. Only 1 - 4 transitions were used between images that contained the Ken Burn's effect.	No transitions present. or Transitions that are used are chosen poorly, distracting, and excessive. No transitions were used between images that contained the Ken Burn's effect.	

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Following Directions **(10 Points)**	Directions on the website are followed. iMovie project file is properly named. and files are named and submitted according to the handout. Project settings for photos was changed from Zoom to Fit. Shared Project copied correctly on class flash drive. Opening & Closing Titles included.			Major Directions have not been followed. The iMovie project settings have not been set up properly. The project has not been named or submitted properly. Shared Project has not been copied to the class flash drive. Opening & Closing Titles not included.	
Total Points					_____ /160

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