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| **Digital Storytelling : What made you who you are today?** | | | | |  |
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| Teacher Name: **Mr. Newton** | |  |  |  |  |
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| Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |  |  |
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| CATEGORY | 4 | 3 | 2 | 1 |  |
| Point of View - Awareness of Audience | Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience. | Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience. | Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience. | Limited awareness of the needs and interests of the target audience. |  |
| Story Quality | Clear, engaging and appealing to all audiences. Flows nicely and is easy to follow. | Clear, engaging but appealing to only some audiences. A little harder to follow. | Unclear, less engaging. Hard to follow at times. Appeals only to producer. | Not clear where the story is going. Not engaging. Unable to follow. |  |
| Voice - Consistency | Voice quality is clear and consistently audible throughout the presentation. | Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation. | Voice quality is clear and consistently audible through some (70-84%)of the presentation. | Voice quality needs more attention. |  |
| Media | Media creates a distinct atmosphere or tone that matches different parts of the story. The media may communicate symbolism and/or metaphors. | Media creates 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 media to create an atmosphere/tone but it needed more work. Media choice is logical. | Little or no attempt to use media to create an appropriate atmosphere/tone. |  |
| Soundtrack - Emotion | Music stirs a rich emotional response that matches the story line well. | Music stirs a rich emotional response that somewhat matches the story line. | Music is ok, and not distracting, but it does not add much to the story. | Music is distracting, inappropriate, OR was not used. |  |
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