

	4	3	2	1	0
Story	The story worked great. It was well articulated. There was a clear beginning, middle, and end. Characters were well presented and showed a transformation	The story had a clear beginning, middle, and end. Characters were presented but the story failed to show their transformation	The story was not very good as it was not articulated very well. The beginning, middle, and end were not very clear and the characters were not well presented and did not fully show a transformation	There was no clear narrative. The story merely started and ended. There were no characters presented.	There was no story at all
Flow, organization, pacing	The story was very well organized. There was a precise flow to the narrative illustrated by clean cuts and transitions. The video was clear of disorienting elements that may detract from the story. The video offered for a very pleasing viewing experience.	The story was organized narratively but exhibited minor editing errors. The pacing was good but didn't necessarily fit with the story.	The story showed several editing errors that affected the story's pacing/tone. Errors were unavoidable for the viewer. Pacing was sporadic	There was little to no organization of the story. The project appeared rushed and thrown together. Errors existed throughout the work which made the story nearly impossible to follow.	There was no flow, organization, pacing
Clarity	The vocal delivery was stated clearly, so the listener could understand the speaker. The tone also fits the mood of the video.	The vocal delivery was clear, but some interruptions/distractions made it a bit difficult. The tone fits the mood of the video, but a times does not.	The vocal delivery was not so clear and was hard to understand. The tone of voice fits in only a few sections.	The vocal delivery was not clear and did not understand what was being said. The tone of voice did not match the digital story at all.	The vocal delivery was non-existent. Not a work could be understood.
Use of sound/effects	Sound/effects were used creatively and thoughtfully. They only added to the story. The sound was balanced thoughtfully to produce a pleasant viewing experience. Background sound/effects did not distract from the main story. Students went above and beyond sound recording/editing.	Most Sound effects were used creatively and thoughtfully. Most of them added to the story. The sound was mostly balanced thoughtfully to produce a pleasant viewing experience. Most background sounds/effects did not distract from the main story. Students went above and beyond sound recording/editing, but there were some small issues.	Some Sound effects were used creatively and thoughtfully. Some of them added to the story. The sound was somewhat balanced thoughtfully to produce a pleasant viewing experience. Some background sounds/effects did not distract from the main story. Students did a good sound recording/editing, but there were many small issues.	Sound effects were not used creatively and thoughtfully. They did not add to the story. The sound was not balanced thoughtfully to produce a pleasant viewing experience. Background sounds/effects did distract from the main story. Students did decent/poor with sound recording/editing. There were many major and small issues.	The sounds and effects were completely void of meaning or purpose.
Citations	All unoriginal content was cited at the end of the video. Any permission deemed necessary was obtained. All citations appear in the desired format determined by the professor.	Most unoriginal content was cited at the end of the video. Most permission deemed necessary was obtained. Most citations appear in the desired format determined by the professor.	Some unoriginal content was cited at the end of the video. Some permission deemed necessary was obtained. Some citations appear in the desired format determined by the professor.	Very little unoriginal content was cited at the end of the video. Very little permission deemed necessary was obtained. Very few citations appear in the desired format determined by the professor.	No unoriginal content was cited at the end of the video. No permission deemed necessary was obtained. No citations appear in the desired format determined by the professor.
Images	Images were thoughtfully planned out and added a lot of meaning to the story. The images flowed well and were demonstrations of the speaker's message. They were not a distraction and were not irrelevant	Most images were thoughtfully planned out and added a lot of meaning to the story. Most images flowed well and most were demonstrations of the speaker's message. Very few were distractions and irrelevant.	Some images were thoughtfully planned out and added a lot of meaning to the story. Some images flowed well and were decent demonstrations of the speaker's message. Some were a distraction and were irrelevant	Very few images were thoughtfully planned out and added a lot of meaning to the story. Very few images flowed well and were great demonstrations of the speaker's message. Most were distractions and were irrelevant	Images were not thoughtfully planned, did not add meaning, were not demonstrations of the speaker's message, and were a distraction to the story.