

Digital Story/Report

Student Name: _____
 Class _____

CATEGORY	4	3	2	1
Point of View - Purpose	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to figure out the purpose of the presentation.
Point of View - Awareness of Audience	Strong awareness of audience in the design. The vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. The vocabulary, audio and graphics chosen mostly fit the target audience.	Some awareness of audience in the design. The vocabulary, audio and graphics chosen sort of fit the target audience.	Limited awareness of the needs and interests of the target audience.
Images	Images create a distinct atmosphere or tone that matches different parts of the report. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the report. 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/report is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	The story/report composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections.	The story/report seems to need more editing. It is noticeably too long or too short in more than one section.	The story/report needs extensive editing. It is too long or too short to be interesting.
Voice - Pacing	The pace (rhythm and voice punctuation) fits the story/report and helps the audience really "get into" the report.	Occasionally speaks too fast or too slowly for the story/report. 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/report. Audience is not consistently engaged.	No attempt to match the pace of the telling to the story/report or the audience.
Soundtrack - Emotion	Music stirs a rich emotional response that matches the story/report well.	Music stirs a rich emotional response that somewhat matches the story/report.	Music is ok, and not distracting, but it does not add much to the story/report.	Music is distracting, inappropriate, OR was not used.