

ELEMENTS	Exemplary (4 points)	Very Good (3 points)	Developing (2 pts)	Emergent (1 point)
Audience (15%)				
Audience	Audience is clearly defined. Strong awareness of audience. Material is appropriate and engaging for intended audience. Useful for prompting discussion and dialogue.	Audience is somewhat clearly defined. Some awareness of audience. Material is of limited appropriateness and engagement for intended audience. Somewhat useful for prompting discussion and dialogue.	Audience is not well defined. Limited awareness of audience. Material is minimally appropriate and engaging for intended audience. Not especially useful for prompting discussion and dialogue.	Audience is not defined. Little awareness of audience. Material is not appropriate and engaging for intended audience. Does not prompt discussion and dialogue.
Technical (35%)				
Pacing	Pace fits the story line and helps audience engage with the story. Story is told with the right amount of detail—it does not seem too short or too long. Uses varied approach when appropriate (e.g., narration at some points, images or video telling story at other points).	Pace somewhat fits the storyline and helps the audience engage with the story. Sometimes moves too quickly or too slowly, though it drags somewhat or needs more detail in one or two sections. Occasionally uses varied approach.	Is often noticeable that the pacing does not fit the storyline. The story needs more editing—it is noticeably too long or too short in more than one section. Approach is not varied.	No attempt to match the pace to the story line or the audience. The story needs extensive editing. Approach is not varied.
Transitions	Story flows naturally from section to section and connects to larger narrative throughout.	Story flows somewhat naturally from section to section and mostly connects to larger narrative.	Story flow is choppy and does not always connect to larger narrative.	Story flow is difficult to follow and does not connect to larger narrative.
Composition	Overall design has aesthetic appeal and is consistent with purpose and audience. It exceeds basic style standards.	Overall design has some aesthetic appeal and is mostly consistent with purpose and audience. Meets most basic style standards.	Overall design shows some inconsistencies with purpose and audience. Meets some basic style standards.	Overall design is unappealing and inappropriate for purpose and audience. Design flaws are evident.

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Audio quality	Audio quality is clear and audible throughout the presentation. If music is used, it enhances the piece and matches the narrative.	Audio quality is clear and audible throughout most (80 – 90%) of the presentation. If music is used, it somewhat matches the narrative.	Audio quality is clear and audible throughout some (70–80%) of presentation. If music is used, it does not add much to the narrative.	Audio quality needs more attention. If music is used, it is distracting, too loud, and/or inappropriate to the narrative.
Visual quality	Images and visuals enrich the story, moving the narrative forward without words when appropriate.	Images and visuals somewhat enrich the story, sometimes moving the narrative forward without words when appropriate.	Some of the images and visuals enrich the story; others do not.	Images and visuals distract from the story.
Content (50%)				
Introduction	Highly effective and compelling introduction or “hook” draws viewers into the story.	Introduction or “hook” somewhat draws viewers into the story.	Clearly defined introduction, but does not draw viewer into the story.	Ineffective or missing introduction.
Conclusion	Highly effective and compelling conclusion connects the pieces of the story.	Conclusion somewhat connects the pieces of the story.	Clearly defined conclusion, but does not connect the pieces of the story.	Ineffective or missing conclusion.
Thesis/Purpose	Establishes a thesis/purpose early on and maintains a clear focus throughout. Deftly integrates thesis into the video.	Somewhat establishes a thesis/purpose and mostly maintains a focus throughout. Somewhat integrates thesis into the video.	Main thesis/purpose not clear or not clearly maintained throughout the digital story.	No main thesis/purpose.
Historical comprehension	Identifies and addresses a central historical question (or questions). Moves beyond basic description of historical events.	Somewhat identifies and addresses a central historical question (or questions). Occasionally moves beyond basic description of historical events.	Loosely identifies and addresses a central historical question (or questions). Rarely moves beyond basic description of historical events.	Does not identify a central historical question (or questions). Does not move beyond basic description of historical events.
Primary Sources	Draws upon and analyzes appropriate primary sources to define, clarify, illustrate, or elaborate on the historical narrative.	Occasionally draws upon and analyzes appropriate primary sources to define, clarify, illustrate, or elaborate on the historical narrative.	Rarely draws upon appropriate or analyzes primary sources to define, clarify, illustrate, or elaborate on the historical narrative.	Does not incorporate primary sources.

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Historical Analysis	Analyzes cause-and-effect relationships with attention to multiple causation and the complexity of historical narrative.	Sometimes analyzes cause-and-effect relationships with attention to multiple causation and the complexity of historical narrative.	Rarely analyzes cause-and-effect relationships with attention to multiple causation and the complexity of historical narrative.	Does not incorporate historical analysis.
Narrative Arc	Adheres to theme, stays on point without digression, and connects to main points throughout.	Occasionally adheres to theme, mostly stays on point without digression, and partially connects to main points throughout.	Loosely adheres to theme, stays on point without digression, and connects to main points throughout.	Does not adhere to theme, stay on point without digression, or connect to main points throughout.
Narration	Grammar is correct and effective. Word choice is specific, accurate, and vivid; it contributes to clarity, style, and story development. Script is appropriately written for audiovisual presentation (e.g., short sentences, few clauses, easy to follow).	Grammar is mostly correct. Word choice is somewhat specific, accurate, and vivid and somewhat contributes to clarity, style, and story development. Script is mostly written for audiovisual presentation (e.g., short sentences, few clauses, easy to follow).	Grammar is somewhat correct, but errors detract from the story. Word choice partially contributes to clarity, style, and story development. Script is not written for audiovisual presentation (e.g., short sentences, few clauses, easy to follow).	Repeated grammatical errors distract greatly from the story. Script is not written for audiovisual presentation (e.g., short sentences, few clauses, easy to follow).
Credits	All people, organizations, quotes, ideas, music, and contributors are appropriately credited.	Some people, organizations, quotes, ideas, music, and contributors are appropriately credited.	A few people, organizations, quotes, ideas, music, and contributors are appropriately credited.	People, organizations, quotes, and contributors are not comprehensively credited.

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