

Category	Developing 0 points	Proficient 1 points	Advanced 2 points	Exceeds 3 points
Text uses specific details such as: facts, examples and sensory details to focus audience attention.	The text is too vague to maintain audience attention. Text has one or fewer specific details.	The text has two specific details and focuses the reader's attention somewhat.	The text has three specific details and adequately focuses audience attention.	The text has exactly the right amount of detail throughout. The creator superbly focuses audience attention.
Creator takes a meaningful risk to optimally use text, visuals and sounds that engage the audience.	Text is written like an essay. Visuals duplicate the text. Sounds distract from text. Audience is unengaged.	Text, visuals and sounds match each other, but don't do much to engage the audience.	Texts, visuals and sounds extend the meaning of the final project somewhat and engage the audience sufficiently.	Creator uses tension, conflict, surprise or uses the text, visuals and sounds to connect to the audience in a substantial way.
Visuals - photos and videos - add layers of meaning to the text.	Little or no attempt to use visuals to create a tone that adds to the text. Visuals are redundant with text.	An attempt was made to use visuals to create a tone. Visuals add somewhat meaningfully to text.	Visuals create a tone that adds meaningfully to the text.	Visuals create a tone that adds substantially and extends the text.
Sound (music and/ or sound effects) create an engaging tone that add layers of meaning to the text.	Sound is distracting, unappealing, has an unappealing volume level, is copyrighted or was excluded at a detriment to its effectiveness.	Sound is adequately used, is at a moderately appealing volume level, is copyright-free and it adds some to the tone or text.	Sound is adequately used, is at a moderately appealing volume level, copyright-free and it adds meaningfully to the tone or text.	Sound is adequately used, is at a moderately appealing volume level, copyright-free and it adds substantially to the tone or text.
Resources are cited according to academic standards.	Little or no attempt to cite student created and/or procured visuals and sounds in a Works Cited page.	Makes an attempt to cite student created and/or procured visuals and sounds are cited in a Works Cited page. Errors in format distracts greatly from Works Cited page.	Most student created and/or procured visuals and sounds are cited in a Works Cited page. Some errors in format are present in the Works Cited page.	All student created and/or procured visuals and sounds are cited in a Works Cited page. Errors in format are absent in the Works Cited page.

Digital Storytelling Rubric

Student's Name:

General Comments:

Total: ____/15