



2022 - 2023 Digital Story Fest Scholarship Rubric

Criterion	Developing 0 points	Competent 1 point	Advanced 2 points	Exceeding 3 points
Clarity of Content: the content of the video should be clear, purposeful, and reflect a deep knowledge of or commitment to the subject matter. The story or video is structured in a way that complements the content and adds to the overall clarity of message of the video.	The video’s message is difficult to follow. A viewer needs further explanation to understand the creator’s purpose for the video. The video lacks a clear message as well as a deep knowledge of the subject matter.	The video’s message is clear at times but has some parts that add a little confusion for the viewer. The video’s explanations partially lack clarity, making it more difficult for the viewer to follow along.	The video’s message is clear and structured without confusing parts. The video’s explanations are adequate for the viewer to follow easily. The structure makes sense for the subject of the digital story and tells a story clearly and concisely.	The video’s message is clear and structured in a way that strengthens the message. The video’s explanations and sequence of information are purposeful and reflect a deep knowledge or commitment to the subject matter. The structure complements the content in style or substance in an innovative way, leading to a more purposeful approach to its storytelling.
Originality of Content: the content of the video reflects originality either in the choices of subject matter, the approach to the subject matter, or the tools used to tell a story about the subject matter. The content provides an interesting glimpse into the mind or the imagination of the creator.	No aspect of the video was original, resulting in a digital story that felt very familiar to others seen before. The creator’s point of view is not reflected at all in this digital story.	Few aspects of the video were original, resulting in a digital story that felt somewhat familiar to others seen before. The creator’s point of view is not clear or present and would have made the story and subject matter more engaging.	Many aspects of the video are original and create intrigue for the viewer. The creator’s point of view is somewhat present in their video though they could have gone further to display their unique ideas or impressions for a more original story.	The content is wildly original in subject matter, approach, or style—leading to a powerful and touching experience for the viewer. The creator’s unique point of view is on display and sparks deep curiosity or interest in the viewer.
Video Production: the creator’s optimization of video tools to leverage the experiential nature of the	Video production tools used in ways that distract viewer from main message, or not used effectively to create	Video production tools used--sparingly or inconsistently--with the goal of engaging the	Video production tools used well to engage viewer in video’s message.	Video production tools are used skillfully to knit the video together and engage viewer completely in video’s

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<p>video medium: transitions, filters, color correcting, titles and text, opacity, pacing, layers, and subtitles if not in English. Tools are most effective when used consistently in order to knit the video together cohesively.</p>	<p>tone, evoke interest, or leverage the ability of the medium. Their use is inconsistent rather than intentional. If not in English, no captions were used.</p>	<p>viewer in the video’s message. Editing tools are used but drew some attention away from the message. If not in English, captions were used to translate most spoken audio.</p>	<p>Editing tools are used effectively and somewhat consistently to unify the video and strengthen the transmission of the message. If not in English, captions were used to translate all spoken audio.</p>	<p>message. Editing tools are used seamlessly and consistently to create a visceral experience and evoke emotion, interest, or thought. If not in English, captions were used to translate all audio elements of video with proper syncing and pacing.</p>
<p>Visuals: Visual content--such as photos, videos, animation, and graphics--included to support the message of the film and add layers of meaning. Visuals are most effective when used to create tone and are unified in style. Original content is highly valued over stock footage, though it can be used strategically to strong effect.</p>	<p>Little or no attempt to use visuals to create a tone that adds to the video’s message. Visuals do not match with the video’s message and don’t have consistency in style.</p>	<p>Visuals used with an attempt to support the video’s message, though some disconnects or redundancies exist between visuals and the message/audio. Visuals are somewhat inconsistent in tone or style. Video uses mostly stock or still footage.</p>	<p>Visuals create a tone that adds to or complements the video’s message. The visuals have consistency in tone and style and reveal a strong effort by the creator to leverage the visual aspect of the medium. Video includes some original content.</p>	<p>Visuals create a tone that adds substantially and extends the video’s message through adding new information for further interpretation. The visuals unify in purpose to the message and show the creator’s unique vision as a filmmaker. Video features well-produced original content.</p>
<p>Audio: music, voice, and/or sound effects support the effectiveness of the video’s message. Audio should add layers of meaning to the video’s message, create tone, and engage the viewer.</p>	<p>Audio doesn't enhance the video’s message, needs big adjustments to volume and balance, or was excluded at the detriment to the video’s effectiveness.</p>	<p>Audio is adequately used to enhance the video’s message, though there are inconsistencies and distractions that draw attention to the production of audio.</p>	<p>Audio is adequately used to enhance the video’s message and is consistent in tone, quality, and volume levels. Though it’s effective, missed opportunities may exist to create a full sensory experience for viewers.</p>	<p>Audio adds substantially to the tone, style, and message of the video, is well-produced and balanced, and represents a thoughtful consideration by the creator to leverage sound within the video medium.</p>

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<p>Credits: proper attribution of work, either in the form of credit for on- and off-camera work and/or resources utilized to establish academic integrity and validity of work</p>	<p>Creator made no attempt to cite sources nor attribute production efforts and procured visuals/audio in a Works Cited page or end credits.</p>	<p>Creator attempted to cite sources and attribute production efforts and procured visuals/audio in a Works Cited page or end credits, though inconsistencies, missing citations, or mistakes exist.</p>	<p>Creator credits contributions to video through appropriately formatted end credits or a Works Cited page. Viewer can clearly gauge academic rigor and/or the extent of collaboration or procurement by the creator through their attributions.</p>	
<p>Duration: video must be between one and five minutes in duration</p>	<p>The video is less than one minute or longer than five minutes in duration.</p>	<p>The video is between one and five minutes in duration.</p>		

Total: _____ / 18