

Please cite as: Ball, T. C. (2016). The digital storytelling/8 key questions assignment. James Madison University.

<b>Digital Storytelling Rubric</b>		<b>Group:</b>	<b>Name:</b>	
Information Need (15 points)	A	Superior identification of key concepts & terms that describes information need; always defines & modifies information need to achieve manageable focus; consistently recognizes existing information can be combined with original thought and/or analysis.	15	
	B	Exceptional identification of key concepts & terms that describes information need; defines & modifies information need to achieve manageable focus; recognizes existing information can be combined with original thought and/or analysis.	13	
	C	Identifies key concepts & terms that describe information need; usually defines & modifies information need to achieve manageable focus; usually recognizes existing information can be combined with original thought and/or analysis.	11	
	D	Doesn't always identify key concepts & terms that describes information need; doesn't always define & modify information need to achieve manageable focus; doesn't always recognize existing information can be combined with original thought and/or analysis.	9	
	F	Fails to identify key concepts & terms that describes information need; fails to define & modify information need to achieve manageable focus; doesn't recognize existing information can be combined with original thought and/or analysis.	7	
Information Literacy (15 pts.)	A	Superior organization of content that always supports product/presentation purposes & format; always integrates new & prior information (e.g., quotations & paraphrasings) that supports product/presentation purposes; consistently chooses communication format best suited to product/presentation purposes.	15	
	B	Exceptional organization of content that usually supports product/presentation purposes & format; usually integrates new & prior information (e.g., quotations & paraphrasings) that supports product/presentation purposes; usually chooses communication format best suited to product/presentation purposes.	13	
	C	Organization of content supports product/presentation purposes & format; integrates new & prior information (e.g., quotations & paraphrasings) that supports product/presentation purposes; chooses communication format for product/presentation purposes.	11	
	D	Organization of content is unsatisfactory because it doesn't support product/presentation purposes & format; doesn't integrate new & prior information (e.g., quotations & paraphrasings) that supports product/presentation purposes; doesn't choose communication format for product/presentation purposes.	9	
	F	Fails to organize content that supports product/presentation purposes & format; fails to integrate new & prior information (e.g., quotations & paraphrasings); fails to choose communication format for product/presentation purposes.	7	
Message Construction (15 pts.)	A	Exceptional originality and thoughtfulness demonstrated in understanding the topic, approach to storytelling, and use of digital technologies; reveals independent thinking about content and form.	15	
	B	Good creativity and thoughtfulness exhibited in using digital technologies; original thinking shown rather than blind adherence to convention.	13	
	C	Contains some strengths listed above, but also fails to exhibit enough independent thinking regarding the topic, technologies, content, or form.	11	
	D	Serious problems noted, including use of technology that reveals no creativity, and a reliance on outdated claims or conventions.	9	
	F	Reveals almost no creativity or independent thinking in terms of topic, understanding of topic, approach to storytelling, or use of technologies.	7	

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Presentation Design (15 pts.)	A	Outstanding production values, including high-quality video & audio, carefully composed shots, compelling organization, thoughtful decisions about form & content; intelligent editing with no mistakes.	15		
	B	Clean, crisp video & audio; effective organization and solid editing that presents digital story clearly & creatively; reveals skill and care.	13		
	C	Contains some strengths listed above, but may also have problems, including low-quality video or audio; weak organization or poor editing.	11		
	D	Contains many obvious production flaws that at times it is difficult for a viewer to concentrate on content; does not reveal skill or care.	9		
	F	Clear and serious failings in the filming, organization, and/or editing that repeatedly frustrates the attempts of viewers to understand story.	7		
Presentation Delivery (15 pts.)	A	Delivery creates cohesive whole by strongly reinforcing purpose, structure, and complexity of presentation. Delivery creates dynamic and engaging relationship with audience. Delivery features are used to enhance meaning creatively with polish and intention.	15		
	B	Meets all requirements for competent presentation delivery. Includes some exemplary characteristics.	13		
	C	Delivery supports purpose, structure, and complexity of presentation. Delivery features are appropriate, varied, and engaging. Delivery dimensions are used purposefully. Delivery meets assignment requirements.	11		
	D	Meets some requirements for a satisfactory presentation. Moving toward competent.	9		
	F	Delivery detracts from purpose, structure, and complexity of presentation. Delivery features are simplistic, unpolished, inappropriate, uncomfortable, or unnatural. Delivery does not meet assignment requirements.	7		
Use of 8 Key Questions (15 pts.)	A	Digital story communicates exceptionally deep understanding of topic; extraordinarily sensitive and illuminating — opens new ways of thinking about topic; sophisticated awareness of broader context and significance.	15		
	B	Strong, clear, and effective examination of topic; asks and addresses vital and engaging questions; good awareness of context and significance of topic.	13		
	C	Digital story is competent but may also include unnecessary information, not offer adequate details, or fails to examine topic deeply and completely.	11		
	D	Superficial digital story that provides few fresh insights or relevant facts and offers an unexciting and predictable account of the topic.	9		
	F	Clear and serious failures in reporting and understanding that repeatedly show fundamental errors of comprehension and lack of critical thinking.	7		
Individual Contributions (10 pts.)	A	Outstanding individual contributions that include high levels of engagement in professor/peer conferences, positive evaluations from group members, and evidence of leadership within group.	10		
	B	Solid and effective contributions evident through professor/peer conferences, and peer evaluations; very involved and productive in group.	8		
	C	Exhibits some strengths listed above, but also failed to demonstrate full engagement in all parts of project; average involvement and productivity.	6		
	D	Exhibits serious weaknesses that included scant participation in professor/peer conferences, and poor peer evaluations.	4		
	F	Clear and serious failures that suggest absence of genuine participation in project and an inability to work with and contribute to success of group.	2		

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### Pecha Kucha Presentation Rubric

**Names:**

**Digital Story Topic:**

- |   |             |
|---|-------------|
| <b>1. Introduction</b>  | <b>/10</b>  |
| <ul style="list-style-type: none"><li>• Captures attention</li><li>• Identifies clearly the issue to be shared</li><li>• Justifies relevance of the topic to the audience</li></ul>   |             |
| <b>2. Content</b>   | <b>/40</b>  |
| <ul style="list-style-type: none"><li>• Presented relevant information in a clearly organized form</li><li>• Provided accurate comparisons</li><li>• Cited appropriate, credible sources (min. 2 sources per speaker)</li><li>• Appears well researched</li></ul>                                     |             |
| <b>3. Delivery</b> (see individual score sheets)  |             |
| <b>4. Conclusion</b>  | <b>/10</b>  |
| <ul style="list-style-type: none"><li>• Summarizes importance of topic</li><li>• Leaves audience with sense of closure</li></ul>  |             |
| <b>5. Pecha Kucha Component</b>   | <b>/20</b>  |
| <ul style="list-style-type: none"><li>• Slides fit assignment; smoothly integrated</li><li>• Delivery and visuals do not interfere with message</li><li>• Team appears to have practiced</li><li>• All materials turned in</li></ul>  |             |
| <b>6. Deductions</b>  | <b>/-20</b> |
| <ul style="list-style-type: none"><li>• Time (-2 points for every 10 seconds under 6:30 or over 7:00)</li><li>• Presentation unreasonably long or short</li><li>• Index cards contain banned content</li><li>• Lack of proofreading</li><li>• Grammatical and/or spelling errors in outline</li></ul> |             |

**Group Total    /80**

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**Name:**

**Group Presentation Score:     /80**

**Your Total Score:     /100**

**Your Delivery Score**

• **Verbal** **/10**

• **Nonverbal** **/10**

**Comments on Group Performance**

**Comments on Individual Performance**