

Grading Rubric for a Student Digital Storytelling Project

The Digital Storytelling Project is worth a maximum of 28 points based on the following 7 grading categories:

DIGITAL STORYTELLING PROJECT	Outstanding	Good	Average	Poor	No Credit
1. Purpose of the Project	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the project.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to understand the full purpose of the project.	No purpose is included or the project was not submitted.
	4 points	3 points	2 points	1 point	0 points
2. The Script is Well Written and Establishes a Meaningful Purpose for the Story and Maintains a Clear Focus Throughout Until Reaching a Logical Conclusion	The script is extremely well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is well written and contains all of the required elements, including a meaningful purpose, clear focus and logical conclusion.	The script is written in an adequate manner and contains most of the required elements, including a meaningful purpose, clear focus and logical conclusion. However, with additional effort, it could be even better.	The script is poorly written lacks a meaningful purpose, clear focus and logical conclusion. Additional work on the script is definitely needed.	The script was poorly written and does not contain the required elements, or no final project was submitted.
	4 points	3 points	2 points	1 point	0 points
3. Audio Narration was of High Quality and Loud Enough to be Heard Clearly; and Music, if used, was Mixed at the Right Level and Appropriate for	The project contains excellent high-quality audio narration that can be clearly heard and understood. In addition, if music was used, it was	The project contains good -quality audio narration that can be clearly heard and understood. In addition, the music was mixed at a good level	The project contains fair - quality audio narration that could be improved with additional effort. The mixing of the music could	The project contains poor -quality audio narration that need a significant amount of additional effort. In addition, the music was not	The audio narration was difficult to understand needs to be re-recorded. In addition, the music was not mixed at the proper level
	4 points	3 points	2 points	1 point	0 points

the Content of the Project	mixed at the correct level and perfectly complemented the content of the project.	and nicely complemented the content of the project.	also be improved so that it can adequately complement the content of the project.	mixed at the correct level so it did not complement the content of the project.	or was not appropriate for the project; or no final project was submitted.
	4 points	3 points	2 points	1 point	0 points
4. Project Includes Clear, Well Focused, Well Exposed Images Taken with a Digital Camera and/or Downloaded from the Web	The images used in the project demonstrate excellent proficiency using a digital camera and downloading images from the Web.	The images used in the project demonstrate good proficiency using a digital camera and downloading images from the Web.	The images used in the project demonstrate average proficiency using a digital camera and downloading images from the Web.	The images used in the project demonstrate poor proficiency using a digital camera and downloading images from the Web.	The images used in the project demonstrate no proficiency using a digital camera and downloading images from the Web, or the project was not submitted.
	4 points	3 points	2 points	1 point	0 points
5. Project Includes Some Digital Images that Were Created with or Clearly Improved through the Use of Digital Image Editing Software	The images used in the project demonstrate excellent proficiency using digital image editing software.	The images used in the project demonstrate good proficiency using digital image editing software.	The images used in the project demonstrate average proficiency using digital image editing software.	The images used in the project demonstrate poor proficiency using digital image editing software.	The images used in the project demonstrate no proficiency using digital image editing software, or the project was not submitted.
	4 points	3 points	2 points	1 point	0 points
6. Choice of Software Programs Used to Create the Final Project Were Used Effectively and Appropriate for the Content	The project demonstrates that the software used was appropriate and presented the content in an excellent manner.	The project demonstrates that the software used was appropriate and presented the content well.	The project demonstrates that the software used was mostly appropriate and presented the content adequately.	The project demonstrates that the software used was not really appropriate and the content was poorly presented. Additional work on the	The software used was inappropriate for the project and the content was not adequately presented, or no final project was submitted.

				project is definitely needed.	
	4 points	3 points	2 points	1 point	0 points
7. Choice of Content is Appropriate for the Topic and Contains an Instructional Component	The content used in creating the project demonstrates an excellent connection to the topic and could easily be used in an instructional setting.	The content used in creating the project demonstrates a good connection to the topic and could be used in an instructional setting.	The content used in creating the project demonstrates a fair connection to the topic and probably could be used in an instructional setting.	The content used in creating the project demonstrates a poor connection to the topic and could only be used in an instructional setting with considerable modification.	The content used in creating the project demonstrates no connection to the topic and could not be used in an instructional setting, or the project was not submitted.
	4 points	3 points	2 points	1 point	0 points

Information about Original Writing, Using Quotes, Paraphrasing and Citing Sources

Below are some additional guidelines related to original writing, using direct quotes, paraphrasing and citing sources:

- Students are expected to complete and submit their own original work. This means that you should write your script in your own words even though you may be using quotes from other people's writing as well as themes and ideas that you find in books, magazines, journals or on the web.
- You should keep a record of all of the sources you use in both writing your script and creating your digital stories. You should include a credits slide or slides at the end of your project that list the names and locations of material you used.
- You may use a direct quote (the exact words written by someone else) in your final project but if you do, the words should be placed within quotation marks and the source of the material must be cited on the particular slide or slides that the quote covers.

- You may also paraphrase material from other sources. Paraphrasing means that you took material that someone else wrote and re-wrote it in your own words. It also means that you re-wrote all of the original material in your own words, not just part of it.
- When you paraphrase material from other sources, you should include a reference to that information on your credits slide. References should contain as much information as you have about the material, such as the name of the author(s), the work where the material originated (name of book, journal, magazine, newspaper, etc.), the date the work was written, and if you found the information on the web, the URL of the web page where the information was found.
- Also, using Microsoft Word's thesaurus feature to change a few words in a paragraph that someone else wrote, does not mean that you have re-written it in your own words.
- You should also include references to any commercial music that you used, although commercial music should only be used when it is part of the project or reflects a mood or period in time that other music cannot do. When possible, it is best to use royalty-free music, which we will discuss in more detail during the semester.
- Your final semester project should include a mixture of different images, including at least some pictures you took with a digital camera, and some that you created or modified with image-editing software, including charts and graphs you create. If the content of your project does not provide the opportunity for you to include your own images to present the content, you may choose to include some of your own images at the beginning and/or end of the project, such as pictures of the building where you work, the campus of the University of Houston, landmarks in the city of Houston, etc. This requirement may also be met by including images that you scanned from a source such as a book, journal, newspaper, 35mm slide or film, but not downloaded from the web.

Digital Storytelling Project Report

In addition to the presentation of the digital storytelling project itself, each student is also expected to submit a final project report that describes work on the project. The report should address each of the following items:

1. What was the main topic of your project?
2. What were the major objectives of the project?
3. Why did you select this topic and who do you think would be interested in viewing it?
4. Please include a description of the images you took with a digital camera and the images that you modified with image editing software that were included in the final project.
5. Describe if and how this project might be used in a formal or an informal educational setting.
6. Describe the process you went through in completing the final project. This should include a list of all of the software programs you used, where the content for the project came from, what items in the project changed from the early stages of selecting the topic through completion, plus any other information that describes your work on the project.
7. Describe the major challenges you faced in creating this project and if and how you overcame them.
8. Discuss the most significant things you learned from completing the final project.
9. Please add any other information you feel should be included in the report.