DISTCO -Digital Storytelling Evaluation Rubric for Official Judging

Evaluator's Name:			Digital Story ID:		
CATEGORY	4-Excellent	3-Good	2-Fair	1-Poor	Score
DRAMATIC QUESTION/OPENING STATEMENT	There is an opening statement/question **immensely grabbing the attention of the audience** in the beginning of the story (Ideally, first 0-15 sec.)	There is an opening statement/question **grabbing the attention of the audience** in the beginning of the story (Ideally, first 0-15 seconds).	There is an opening statement/question **somewhat grabbing the attention of the audience** in the beginning of the story (Ideally, first 0-15 seconds).	There is **no** opening statement/question/attention grabber in the beginning of the story.	
PURPOSE	Establishes a purpose early on and **maintains a clear focus** throughout.	Establishes a purpose early on and **maintains focus for most of the presentation.**	There are a few **lapses in focus**, but the purpose is **fairly** clear.	It is **difficult** to figure out the purpose of the presentation.	
SCRIPT/STORY	The script/story is **original** and **making a contribution** to the overall product.	The script/story is **somewhat original** and **making a contribution** to the point of the story.	The script/story is **somewhat original and making** a **little contribution** to the point of the story.	The script/story is **not original**, thus **not making a contribution** to the product.	
CREATIVITY	Overall the work is **highly creative.**	The work is **creative.**	The work is **somewhat creative.**	The work is **not creative.**	
ECONOMY	The story is told with **exactly the right amount of detail** throughout. It **does not** seem **too short nor does it seem too long.**	The story composition is **typically good**, though it **seems to drag somewhat** or **need slightly more detail** in one or two sections.	The story seems to **need more editing**. It is **noticeably too long or too short** in more than one section.	The story **needs extensive editing**. It is **too long or too short** to be interesting.	
DURATION OF PRESENTATION	Length of presentation is between **5-3 minutes** and it feels the **right** amount of time for the story told.	Length of presentation is between **5-3 minutes** but it feels that the story **should be longer or shorter in length.**	Length of presentation is between **3-2 minutes**.	Presentation is **less than 2 minutes** or **more than 6 minutes.**	
IMAGE RELEVANCY	Images create a **distinct atmosphere or tone** that **matches different** parts of the **story.** The images **communicate** symbolism and/or metaphors.	Images create **an atmosphere or tone** that **matches some parts of the story.** The images **may communicate** symbolism and/or metaphors.	An attempt is made to use images to create an atmosphere/tone but **it needs more work.** Image choice is **somewhat logical.**	**Little or no attempt** to use images to create an appropriate atmosphere/tone. Image choice is **not logical.**	
IMAGE /VIDEO QUALITY	Overall, the picture and video resolution is **exceptionally good** and **within the limit** of contest requirements.	Overall, the picture and video resolution is **good** and **within the limit** of contest requirements.	Overall, the picture and video resolution is **low** but **within the limit** of contest requirements.	Overall, the picture and video resolution is **low** and **not within** the limit of contest requirements.	

Last Updated 10/30/2015

DISTCO -Digital Storytelling Evaluation Rubric for Official Judging

CATEGORY	4-Excellent	3-Good	2-Fair	1-Poor	Score
VOICE - CONSISTENCY	Voice quality is clear and consistently audible **throughout the presentation.**	Voice quality is clear and consistently audible **throughout** the majority **(70-95%) of the presentation.**	Voice quality **needs more attention.**	**No Voice** is included at all.	
VOICE - PACING	The pace (rhythm and voice punctuation) **fits the story line** and helps the audience really "get into" the story.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is **relatively engaging** for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing **does not fit the story line**. Audience is **not consistently engaged.**	**No Voice** is included at all.	
SOUNDTRACK - ORIGINALITY	**All of the music** is original *(the music is created in a digital storytelling software such as PhotoStory 3 with built-in tools)* or an artist's music is used and **credited** at the end of the story.	**Some of the music** is original and some of the music belongs to an artist (non-original). The artist's music is **credited** at the end of the story.	**None of the music** is original. Only an artist's music (non-original) is used. The artist's music is **not credited** at the end of the story.	**No music** (original/non-original) is used at all.	
SOUNDTRACK - EMOTION	Music stirs a rich emotional response that **matches** the story line well.	Music stirs a rich emotional response that **somewhat matches** the story line.	Music is ok, and **not distracting**, but it does **not add much** to the story.	Music is **distracting, inappropriate**, or **is not used.**	
LANGUAGE	**Appropriate** language is used **throughout** the story.	**Appropriate** language is used **in majority** of the story.	**Inappropriate** language is frequently used in the story.	**No Script/Story/Voice Recording**	
GRAMMAR	Grammar and usage are **correct** and contributed to clarity, style and character development.	Grammar and usage are **typically correct** and errors do **not detract** from the story.	Grammar and usage were **somewhat correct** but errors **detract** from story.	**No Script/Story or Voice Recording**	
COPYRIGHT ISSUES	**All work** used (story, images, and music) seems original and an **effort** has been made to address copyright issues (eg. Listing sources of the story and multimedia within the story).	**Most of the work** used (story, images, and music) seems original and **some effort** has been made to address copyright issues (eg. Listing sources of the story and multimedia within the story).	**Some of the work** used (story, images, and music) seems original and **little effort** has been made to address copyright issues (eg. Listing sources of the story and multimedia within the story).	**None of the work** used (story, images, and music) seems original and **no effort** has been made to address copyright issues (eg. Listing sources of the story and multimedia within the story).	
COMMENTS				**TOTAL SCORE**	

Last Updated 10/30/2015