

Digital Storytelling : Storify

Teacher Name: **Ms. Sanderlin**

Student Name: _____

CATEGORY	4	3	2
Point of View - Awareness of Audience	Strong awareness of audience in the design. Students can clearly explain why they felt the	Some awareness of audience in the design. Students can partially explain why they felt the	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary,
Point of View - 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.
Grammar	Grammar and usage were correct (for the dialect chosen) and contributed to clarity, style and character	Grammar and usage were typically correct (for the dialect chosen) and errors did not detract from the	Grammar and usage were typically correct but errors detracted from story.
Images	Images create a distinct atmosphere or tone that matches different parts of the story. The images may	Images create an atmosphere or tone that matches some parts of the story. The images may	An attempt was made to use images to create an atmosphere/ tone but it needed more work.
Voice - Consistency	Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation.	Voice quality is clear and consistently audible through some (70-84%) of the presentation.

Date Created: **Dec 04, 2015 11:01 pm (CST)**

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Limited awareness of the needs and interests of the target audience.
It is difficult to figure out the purpose of the presentation.
Repeated errors in grammar and usage distracted greatly from the story.
Little or no attempt to use images to create an appropriate atmosphere/tone.
Voice quality needs more attention.