

Digital Storytelling: Movie Maker Rubric
International Food Presentation

Name: _____

Assessment Areas/Grades	4	3	2	1
Point of View - Purpose (International Company's Products)	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.
Images/Choice of Content	Images create a distinct atmosphere or tone that matches different parts of the story. The images may 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 was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
Point of View - Awareness of Audience	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.
Clarity of Voice	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.	Voice quality needs more attention.
Pacing of Narrative	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 attempt to match the pace of the storytelling to the story line or the audience.
Grammar and	Grammar and usage	Grammar and usage	Grammar and usage	Repeated errors in

Language Usage	were correct (for the dialect chosen) and contributed to clarity, style and character development.	were typically correct (for the dialect chosen) and errors did not detract from the story.	were typically correct but errors detracted from story.	grammar and usage distracted greatly from the story.
Meaningful Audio Soundtrack (0 points will be assigned for use of copyright music)	Music stirs a rich emotional response that matches the story line well. Images coordinated with the music. Music is created with royalty free sound loops.	Music stirs a rich emotional response that somewhat matches the story line. Images mostly coordinated with the music. Music is created with royalty free sound loops.	Music is ok, and not distracting, but it does not add much to the story. Not coordinated with images. Music is created with royalty free sound loops.	Music is distracting, inappropriate, OR was not used. Music is created with royalty free sound loops.