**MARKING RUBRIC: INDIVIDUAL DIGITAL STORY (70%)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | | **Weight** | **Marking Grid** | | | | |
|  | |  | **Fail**  **(0-39)** | **Marginal Fail**  **(40-49)** | **Pass**  **(50-64)** | **Credit**  **(65-74)** | **Distinction**  **(75-100)** |
| 1 | Creativity and Originality of the design | 20 | 0-3  No demonstration of creativity or originality  No focus | 4-7  Limited demonstration of creativity or originality  Limited focus | 8-11  Acceptable demonstration of creativity or originality  Acceptable focus | 12-15  Good demonstration of creativity or originality  Good focus | 16-20  Excellent demonstration of creativity or originality  Excellent focus |
| 2 | Impact and Content of the Storytelling | 30 | 0-5  No demonstration of imagination and storytelling  Limited message clarity  Not particularly inspiring or motivating | 6-11  Limited demonstration of imagination and storytelling  Limited message clarity  Little inspiration or motivation | 12-17  Acceptable demonstration of imagination and storytelling  There is message clarity  The story is relatively inspiring or motivating | 18-23  Good demonstration of imagination and storytelling  Good message clarity  The story is inspiring and motivating | 24-30  Excellent demonstration of imagination and storytelling  Clear message  The story is both inspiring and motivating |
| 3 | Editing and Cimematography | 10 | 0-1  Poor use of video and sound  Poor relationship between techniques and story | 2-4  Limited use of video and sound  Limited relationship between techniques and story | 5-7  Competent use of video and sound  Adequate relationship between techniques and story | 8-9  Good use of video and sound  Good relationship between techniques and story | 10  Excellent use of video and sound  Excellent relationship between techniques and story |
| 4 | Structure and Navigation | 10 | 0-1  Poor navigation  Poor structure to the story  Poor transition between chapters of the story | 2-4  Limited navigation  Poor structure to the story  Limited transition between chapters of the story | 5-7  Acceptable navigation  Acceptable structure to the story  Acceptable transition between chapters of the story | 8-9  Good navigation  Good structure to the story  Good transition between chapters of the story | 10  Excellent navigation  Excellent structure to the story  Excellent transition between chapters of the story |
| **TOTAL 70** | | | | | | | |