

Requirement Summary	Exemplary	Adequate	Marginal	Poor	Score
Storyboard/Lesson Plan Content	The author provides a thorough project deliverable. The storyboard/lesson plan is detailed and provides a thorough description of the instructional content the learners will access.	The author provides an adequate project deliverable. The storyboard/lesson plan is detailed and provides a description of the instructional content the learners will access; however, more information is needed.	The author provides an inadequate project deliverable. More information is needed for the storyboard/lesson plan content.	The author provides an incomplete project deliverable. The storyboard/lesson plan is incomplete.	/ 4 points
Instructional Strategies (Extra points)	The author clearly describes the instructional strategies that will be used during the lesson. The instructional strategies promote online interaction.	The author describes the instructional strategies that will be used during the lesson. Most of the instructional strategies promote online interaction.	The author describes the instructional strategies that will be used during the lesson; however, the strategies presented are not ideal for promoting interaction.	It is unclear what instructional strategies are being used.	/ 3 points
Message Design	The storyboard does an excellent job adhering to message design principles	The storyboard adheres to most message design principles	The storyboard does not adequately address message design principles throughout	Considerations for message design are incomplete.	/ 2 points
Description of Student Experience/ Lesson summary	The author provides a thorough written lesson summary.	The author provides an adequate written lesson summary.	The author provides an inadequate written lesson summary.	The author provides an incomplete written lesson summary.	/ 2 points
Narration	Writing is clear and concise.	Writing achieves purpose, but may not be clear and / or concise.	Writing is difficult to follow and may have poor grammar or misspelled words.	Writing is not suitable for audience.	/ 2 points