

Digital Storytelling : Safety in an Electronic World

Teacher Name: **FRC Alberta**

Student Name: _____

| CATEGORY | 4 Platinum Medal | 3 Gold Medal | 2 Silver Medal | 1 Bronze Medal |
|---------------------------------------|---|---|---|---|
| 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. |
| Voice - Pacing | The pace (rhythm and/or 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. |
| Images | 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 - 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. |
| Duration of Presentation | Length of presentation was 2 to 3 minutes. | Length of presentation was 1 minute to 1.5 minutes. | Length of presentation was less than 1 minute. | Presentation was too long – plus 3 minutes or too short less than 30 seconds. |

Date Created: **Jun 03, 2013 11:55 am (CDT)**