

2021 Engagement & Service-Learning Summit Digital Story Rubric

	Proficient (5 points)	Competent (2.5 points)	Novice (0 points)	Score
Video Length	<ul style="list-style-type: none"> Video length is 3 minutes or less 	<ul style="list-style-type: none"> Video length is longer than 3 minutes, but not more than 4 minutes 	<ul style="list-style-type: none"> Video length is longer than 4 minutes 	
Delivery/Enthusiasm	<ul style="list-style-type: none"> Demonstrates strong positive feelings or interest in topic Clear audio Natural pacing with appropriate transitions 	<ul style="list-style-type: none"> Demonstrates mild interest in topic Minor, unintended background noise Pacing a bit too fast or slow Appropriate transitions 	<ul style="list-style-type: none"> Demonstrates negative feelings or total disinterest in topic Audio is difficult to understand Pacing is poor (very fast or very slow) Awkward transitions 	
Images/Soundtrack	<ul style="list-style-type: none"> Strong, clear images are used to illustrate the story Soundtrack is meaningful 	<ul style="list-style-type: none"> Images are used to illustrate the story, but could be stronger or clearer Soundtrack is not particularly meaningful 	<ul style="list-style-type: none"> Images are blurry or weakly illustrate the story Weak or no soundtrack used 	
Organization/ Clarity of Content	<ul style="list-style-type: none"> The central thesis or message of the story is clear A strong metaphor or quote is used to illustrate the message The story follows a logical narrative 	<ul style="list-style-type: none"> The central thesis or message of the story is somewhat unclear A metaphor or quote is used to illustrate the message, but could be stronger The story follows a logical narrative 	<ul style="list-style-type: none"> The central thesis or message of the story is unclear No metaphor or quote is used to illustrate the message The story's narrative is confusing 	
Community Impact	<ul style="list-style-type: none"> The project addresses a community-identified need Student(s) engaged in substantial collaboration with community partner 	<ul style="list-style-type: none"> The project addresses a community-identified need Student(s) engaged in some collaboration with community partner 	<ul style="list-style-type: none"> The project does not address a community-identified need; is not beneficial to either party No evidence of collaboration with community partner 	
Personal Growth	<ul style="list-style-type: none"> Student(s) acknowledges their unique perspective and explains how the service experience affected it Demonstrates an enhanced understanding of social issue 	<ul style="list-style-type: none"> Student(s) acknowledges their unique perspective but fails to explain how the service experience affected it Demonstrates some understanding of social issue 	<ul style="list-style-type: none"> Student does not acknowledge their unique perspective Fails to demonstrate an understanding of social issue 	
			Total (out of 30)	

Digital Story Author(s): _____ Reviewer: _____

Digital Story Title: _____