

## Visual Storytelling Rubric

Criteria	Level 4	Level 3	Level 2	Level 1
<b>The Story's Title</b>	Title <b>captures the essence of the piece and creates interest.</b>	Title either <b>captures the essence</b> of the piece or <b>creates interest.</b>	Title is <b>relevant.</b>	Title choice is <b>unclear.</b>
<b>The Story's Lead</b>	<b>Engaging lead</b> , careful organization	<b>Effective lead</b> , logical organization	<b>Attempts to develop</b> a lead, some lapses in organization	<b>No lead</b> , ineffective organization
<b>The Story's Voice</b>	<b>Precise, rich language and distinctive voice</b> throughout the piece	<b>Acceptable language voice</b> is evident in the piece	<b>Simplistic/ and or imprecise language</b> , the author attempts to utilize voice	<b>Incorrect and or ineffective language</b> , no evidence of voice
<b>The Author's Focus</b>	The author <b>clearly focuses on the purpose</b> of relating the significance of the claim and support topic.	The author <b>focuses on the purpose</b> of relating the significance of the claim and support topic	The author <b>makes an attempt to focus on the purpose</b> of relating the significance of the claim and support .	The author <b>lacks focus on the purpose</b> of relating the significance of the claim and support topic.
<b>The Story's Idea Development</b>	<b>Complex idea development</b> including emotions, thoughts, actions, and sensory details.	Idea development including <b>some</b> emotions, thoughts, actions, and sensory details.	<b>Unelaborated</b> idea development.	<b>Minimal</b> idea development or unrelated details
<b>Audio/Visual Impact</b>	Story <b>has an excellent use of recorded voice and visuals.</b> Voice recording matches visual element as story progresses.	Story <b>uses effective recorded voice and visuals.</b> Voice recording matches visual elements as story progresses.	Story <b>does not use an effective recorded voice and visuals.</b> Voice recording does not match visual elements as story progresses.	Story <b>neither has an effective voice</b> nor does audio track match visual.

Original Document: University of Kentucky <http://www.bgwp.org/>  
 Modifications and Additional Categories: Kent Manning, February 2009