

**Mobile  
Digital  
stories**

A General Grading Rubric

developed by Betsy Bolton,

Swarthmore College

|                 | <u>A</u>   | <u>B</u>  | <u>C</u>   | <u>D</u>  |
|-----------------|--|---|--|---|
| Script/<br>text | Text establishes a vivid persona and dramatic situation; it highlights important questions and insights. Word choice is precise and compelling. Viewers find the words and concept moving, provocative, and/or delightful.           | Text clearly establishes character and/or context. Certain moments resonate powerfully for the audience, but not all do. The writing may be uneven, ranging from eloquence to awkwardness.  | Script needs substantial revision. Some moments or framing concepts are compelling, but the overall effect may be flat, confusing, or clichéd.   | Text may be obscure, erratic, unfocused or wordy. Deep revision required.   |
| Voiceover       | Pacing, volume, and expressiveness of the reading all enhance the emotional impact of the story. Additional sounds and music (if any) complement the spoken word and visual imagery.   | The story is read clearly and with good pacing, but without much dramatic effect. Additional sounds and music (if any) complement the spoken word and visual imagery.   | The reading is generally clear but not always easy to understand. Additional sounds and music (if any) distract from the story's message or interfere with the audibility of the voiceover.  | Recording quality, pacing, or expressiveness of the voice-over disappoints. Sound and music (if any) detract rather than add to the effect. Voice-over may be incomplete. |
| Images          | Superb original images deserve attention in their own right, but also supplement the metaphors and rhetoric of the script. Afterlight effects enhance the atmosphere and underscore the story's message.                             | Images work to supplement certain moments or aspects of the script. Some images are hard to "read" or understand in the context of the story. Afterlight effects are excessive or insufficient—opportunities to intensify the effects of the script are lost. | Images are clear and easy to understand, but not aesthetically compelling. In relation to the text, images are too literal to be very interesting. Afterlight effects are excessive or insufficient: overall, visually unsatisfying. | Images and editing choices do not "read" well—it's difficult to understand what effect they are meant to create.  |
| Economy         | Vocal intonations, image, and verbal narrative engage one another evocatively rather than literally, like jazz soloists rather than a marching band. The piece remains within the 3-4 minute timeframe and makes every moment count. | Sound, image and verbal narrative occasionally replicate one another rather than reinforcing each other more subtly. The piece remains within the 3-4 minute timeframe.   | Sound, image, and verbal narrative are all doing the same work. The piece remains within the 3-4 minute timeframe, but it feels longer (or shorter): time is not used economically.  | Sound, image, and verbal narrative do not work together well together. The piece may be too short or too long to have much of an effect.                                  |