

Creative Storytelling Rubric

Name: _____

	1-2--Off Track: Unacceptable	3--Motions: Approaching Proficiency	4--Effort: Proficiency	5--Excellence: Mastery
	55-75	75-84	85-94	95-100
Craftsmanship	There is only one shot and scene	There are not different views of the scenes and characters, but there is more than one scene.	The video uses different types of shots (wide angle, close-up, extreme close-up) to set the scene	The video uses various types of shots: wide, close-up, extreme close-up to communicate mood and tone effectively
	There are not transitions	Transitions are used, but they are more of a distraction than a help going from one scene to another	Transitions are used consistently from one scene to another	Appropriate transitions are used effectively to go from one scene to another
	The story is choppy and unclear	The story is clear, but choppy	There is clarity in the story and the scenes go smoothly from one to another	There is great flow to the story and scenes
	It is not possible to hear/read and understand the dialogue/words	Some of the dialogue/words is/are unclear	The dialogue/words is/are clear, but there are a couple of errors.	The dialogue/words is/are extremely audible/legible and clear
Appropriate Materials	List the materials you have used:			
	Please explain the process of putting your setting and video together:			
What method/technique did you use to create your video?	I just picked the method I wanted to use to create the video. I did not consider if it would be the best way to tell my story	I thought about the video making technique before I started, but I think another method could have been better for my story	The video making method I used was a good way to get my story across visually	The method and techniques I used seemed to be uniquely suited to visually tell my story

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Creativity	The student's voice is not evident: The video is a copy of something I've seen before	The student's voice may be somewhat evident, but the video seems trite	The student's voice is evident through transformation of an idea/story/theme into a video	Student's voice is prominent. All creative choices were done in service of the artist's personal vision
	I'm not really a creative person	I tried to be creative, but I'm not sure how I did with that on this video	I definitely used my imagination to come up with this video	I used my imagination to push this video further than I thought it could go
	The work shows modest decision making, little evidence of experimentation or risk taking.	Work shows decision making and may show evidence of experimentation and risk taking that is not always successful	Clearly shows evidence of decision making that involves successful experimentation & risk taking	Obvious evidence of informed decision making involving highly successful experimentation, risk taking
Deeper Meaning	What you see is what you get. There is no deeper theme	There is more than one level of meaning to the story, but that theme is not clear.	There is an underlying theme, but it's too obvious	The work has nuanced layers of meaning that communicates a deeper theme
	The video doesn't clearly communicate its meaning to the viewer	There may be some things the viewer gets wrong about the story	The message is pretty clear to the viewer	The range of ideas, feelings, and meaning is clear to the viewer
	What is the deeper theme in your story and what images, and symbols did you use to show that theme?			

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55-75

75-84

85-94

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Story Elements

What is a "hook" in a story?	I didn't really include a hook in my video	I wrote a hook in my story, but I'm not sure how it came across on the screen	There is an extremely engaging hook to grab my viewer's attention at the beginning of my story
The story is missing background information (how did they get to this place at the beginning?) I do not believe the events would happen this way or characters would make these choices	The story is missing either background information OR believable events or motivation (for the characters)	The story has adequate background information, and events could possibly progress like this	The story is set up with background information and it has a believable sequence of events
My characters are inconsistent	My characters come across as a bit flat or unbelievable	I used archetypes as my characters, but their choices are appropriate for the situations they are in	My characters are round, believable characters in the situations they have been placed in
There is not really a resolution to the story. It either says "To Be Continued," or "The End" without a resolution	The resolution to the story seems to be there, but is unclear	The resolution ties up most of the events in the story	The resolution is uniquely appropriate for the events and climax of the story

Notes: