DIGITAL STORY RUBRIC

	Excellent	Satisfactory	Less than Business Professional	Unsatisfactory
Script **(15)**	Uses compelling and concise language to make important points; integrates two RCOBA learning outcomes.	Uses appropriate language to make important points; integrates two RCOBA learning outcomes.	Uses some information irrelevant to RCOBA learning outcomes.	Fails to address RCOBA learning outcomes.
Audience **(15)**	Addresses and maintains focus on business professional audience throughout; enhances personal credibility.	Addresses and maintains focus on business professional audience most of time; maintains personal credibility.	Implies focus on business professional audience; loses some personal credibility.	Does not address or focus on business professional audience; damages personal credibility.
Purpose & Support **(15)**	Immediately establishes purpose by addressing appropriate RCOBA learning objectives; includes clear and relevant support demonstrating how both objectives were achieved; maintains focus throughout.	Establishes purpose early on by addressing RCOBA learning objectives; includes somewhat clear and relevant support demonstrating how both objectives were achieved; maintains focus through most of message.	Does not clearly establish purpose according to RCOBA learning objectives; includes support demonstrating how at least one objective was achieved; contains several lapses in focus.	Does not make connections to RCOBA learning objectives; does not include support demonstrating how either objective was achieved; fails to establish/maintain focus throughout.
Images: Photos/Video **(15)**	Includes required number of images that support and enhance storyline.	Includes required number of images that somewhat support storyline.	Does not include required number of images or images relevant to storyline.	Includes very few relevant images or consists mostly of subject addressing camera.
Vocal Delivery **(15)**	Uses conversational tone and expressive volume; omits non-fluencies; uses appropriate rate of speech/pauses to enhance the storyline and credibility.	Uses appropriate pace and volume; includes some non-fluencies (e.g., "um," "uh," "like," "you know").	Uses distracting pace or volume; includes many non-fluencies.	Uses distracting pace, volume, and non-fluencies, which damage credibility.
Audio **(10)**	Uses clear, consistent, and audible voice quality throughout message; uses sound/music that enhances the storyline.	Uses clear, consistent, and audible voice quality most of the time; uses appropriate sound/music for the storyline.	Rarely uses clear, consistent, or audible voice quality; rarely uses appropriate sound/music for the storyline.	Uses unclear, inconsistent, or inaudible voice quality; does not use appropriate sound/music for the storyline.
Title & Credits Slides **(5)**	Includes complete title and credits slides.	Lacks complete title or credits slide.	Includes only a title or credits slide.	Lacks both title and credits slides.
Time Parameters **(5)**	Adheres to time parameters while maintaining cohesive, engaging storyline.	Exceeds time parameters without damaging cohesive storyline.	Significantly violates time parameters with wordy or incomplete message, which damages cohesion of storyline.	Ignores time parameters and damages credibility with incoherent, wordy, and/or incomplete message.
Overall Impression **(5)**	Communicates a professional presentation of information throughout; conveys a level of thought and care that exceeds the norm.	Communicates a somewhat professional presentation of information; lacks polish in places.	Communicates an amateur presentation of information; shows lack of care and polish.	Communicates a negative presentation of information; displays minimal, rushed, and/or haphazard effort.