Digital Story Rubric

	Extending	Proficient	Developing Plus	Developing	Emerging
Storytelling & Ideas	Story is powerful, original, and meaningful; ideas are deep and purposeful.	Story is clear and engaging; ideas are well developed.	Story mostly makes sense; purpose is starting to come through.	Story is simple or uneven; purpose isn't always clear.	Story is confusing or incomplete; message is unclear.
Use of Digital Elements	Digital elements strongly enhance the story; visuals, sound, and pacing are creative and effective.	Digital elements support the story and mood; choices feel deliberate and cohesive.	Some effective digital choices; a few may feel distracting or uneven.	Limited or inconsistent digital elements; they don't always fit the story.	Few or ineffective digital elements; they distract or confuse the story.
Craft & Technique	Excellent structure and pacing; transitions are smooth and timing feels natural.	Story is organized and flows well; transitions mostly work.	Structure and pacing are mostly clear but a bit uneven.	Basic or unclear structure; flow sometimes interrupts understanding.	Story is hard to follow; pacing and structure interfere with meaning.
Voice & Engagement	Voice is strong and authentic; the story is highly engaging and memorable.	Voice feels natural; the story holds attention throughout.	Some sense of voice and audience; interest may fade at times.	Voice or tone is inconsistent; limited audience connection.	Little or no clear voice; story feels detached or confusing.
Reflection & Purpose	Reflection shows deep insight into creative choices and meaning.	Reflection clearly explains choices and message.	Some reflection on choices; ideas may be general or incomplete.	Limited reflection or unclear explanation of choices.	Little or no reflection on purpose or creative process.