Research & Planning			
Criteria	*Basic*	*Moderate*	*Exemplary*
Project Proposal	Project Proposal needs work and does not reflect a deep understanding of digital essay assignment. Focus on setting is stated in vague and general terms.	Project Proposal reflected a considerable understanding of purpose of story, point of view, and a vague argument was established. Appeal of the setting is well stated but not given in a way that leads to breaking out specific avenues for study.	Project Proposal reflected a strong understanding of purpose of story, point of view, and a clear argument was established. Setting is presented in a way that defines an overall question or problem to be explored and breaks out sub-themes that are discrete foci of study.
Video Images	Little or no attempt to use images to create an appropriate atmosphere or tone. Images do not reflect narration. Images do not show why visual presentation is needed to understand the social meaning of setting.	Images create an atmosphere or tone that matches some parts/narration of the story. Images are visually appealing and capture why the setting is a "place"	Images create an appropriate atmosphere or tone and appropriately reflect and match narration. Images tell parts of the story of the place clearly in a way that communicates independently of narration.
Storyboard	Storyboard was not well thought out and did not visually represent connection	Storyboard somewhat grasped the connection between images	Storyboard helped aid identification of resources and little to no holes were found within

	between images, music, transitions, titles, effects, and/or narration. Many holes in story were found. Images inserted that are not logically part of the story.	and audio. Some holes were found within the story.	the story.
Script	Narration needs work and does not embody the elements of an essay.	Narration captures some elements of an essay. The narrative has clear sub-parts that, when put together, move us through logical sub-parts of the essay.	Narration clearly has a well-written argument with a strong thesis, introduction, body, and conclusion. The narrative poses puzzles or contradictions that are explored and explained by the topic explorations given in the film.
Video Image (Citation/Credits)	Video Image Sources were not sited at the conclusion of the Digital Essay or a strong sense of research was not felt.	Video Image Sources were cited at the conclusion of the Digital Essay yet a strong sense of research was not felt.	Video Image Sources were appropriately sited at the conclusion of the digital essay and a strong sense of research was exhibited. It is clear that research was done so that sources need to be cited.

Technical Elements

Criteria	Basic	Moderate	Exemplary
Transitions	Transitions were not used	Transitions were somewhat	Transitions were used appropriately

	appropriately and were inconsistent. They were distracting, therefore taking away from the authenticity and message of story.	inconsistent or overused yet did not disrupt the overall message of the story.	and consistently and aided in the development of story.
Effects	Effects were not used appropriately and were inconsistent. They were distracting, therefore taking away from the authenticity and message of story.	Effects were somewhat inconsistent or overused yet did not disrupt the overall message of the story.	Effects were used appropriately and consistently and aided in the development of story.
Titles	Titles were not used appropriately and were inconsistent. They were distracting, therefore taking away from the authenticity and message of story.	Titles were somewhat inconsistent or overused yet did not disrupt the overall message of the story.	Titles were used appropriately and consistently and aided in the development of story.
Pacing	No attempt to match the pace of the storytelling to the story line or the audience.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.
Clarity of Voice	Voice quality needs more attention.	Voice quality is clear and consistently audible throughout	Voice quality is clear and consistently audible throughout

		the majority (85-95%) of the presentation.	the presentation.
Adhesive Guideline (Duration of video)	Instruction was clearly not followed. Duration of Digital Essay is too long or short.	Instruction was somewhat followed.	Instruction was adhered to. Duration was right on mark.
Audio (music, sound effects, levels)	Music is distracting, inappropriate, OR audio levels were inconsistent.	Music aids in the flow of the video but audio levels are inconsistent.	Images coordinated well with the music and audio levels are consistent throughout duration of video.
File Format/Upload & Deadline	Digital Essay was not saved in the correct file format stated and was not uploaded to Moodle by the deadline stated.	Digital Essay was not saved in the correct file format yet was uploaded to Moodle successfully by the deadline stated.	Digital Essay was saved in the correct file format and successfully saved to Moodle by the deadline stated.

Content

Criteria	Basic	Moderate	Exemplary
Synthesis	Presents the topic as an whole topic or story but does not give much sense of people, sub-issues, or detail related to the topic. The presentation comes across as general and abstract rather	Presents the setting as an interesting topic or story that is compelling but that does not give information about how the topic could be subdivided into subissues or problems. The	Shows that research has been done and data collected; presents them in a way that weaves together different parts of the topic; shows how the overall issue or problem is broken down into

	than detailed and specific.	narrative and film are an unanalyzable whole but interesting	subareas.
Analysis	Gives general description of setting and purpose of the film without stating a problem or describing sub-elements	Presents and describes the setting in rich detail making it seem compelling but not breaking the theme or topic down into elements that can be analyzed	Gives a sense of why the setting is important, tells what problems are to be resolved or understood, breaks the topic into sub-elements, each of which is built around an insight or contradiction.
Summation	Does not convey a clear sense of why we have arrived at a setting, why parts of the film follow each other, or what we have learned by going through the film experience.	Gives a narrative with a beginning, middle, and end organized as a story but one that is not easy to break down into analytic themes or subparts.	Clear introduction that tells what the film is about and what problem it solves and similarly clear summarizing statement that tells what we have learned