

SET in Our Community: A Digital Storytelling Project Rubric
(used to select top three films from each state and to select national winners)

Title of Film _____ Team _____

Community Issue_____ Science Focus_____

Use of Film - audience(s), community presentation(s), etc.

	5 points	...4...3...2...	1 point	Score
Issue-based / Focus on SET Content	Clearly identifies and addresses a local issue (problem) and the science behind it		No clear issue identified, science content is not present or weak	
Research of the Issue and the Science Involved	Evident that extensive research was involved in exploring the issue and its science, multiple sources of information & research methods used		Not clear that any research was involved, source of information is unclear or limited	
Relevance to Youth and Community	Establishes and communicates the importance and relevance of the issue on a personal & community level		Doesn't relate the selected issue to the youth involved or their community	
Call to Action	Provides a call to action, persuasively encourages steps individuals, groups, and/or the community can take to address the issue		Lacks a call to action - fails to provide steps to address the issue	
Accuracy of SET Content	SET content is accurate and clearly communicated in a meaningful manner		SET content is not accurate and isn't effectively used to support the issue or call to action	
Choice of Media Content	Content creates an atmosphere or tone that connects the story to the audience		Little or no attempt to use content to create an appropriate atmosphere or tone	
Clarity of Voice	Voice quality is clear and consistently audible throughout the presentation		Voice quality needs more attention	
Pacing of Narrative	The pace fits the story line and helps the audience really "get into" the story		No attempt to match the pace of storytelling to the story line or the audience	
Meaningful Audio Soundtrack	Audio (including any music used) is meaningful and aids the story line – coordinated with images		Audio (including any music used) is distracting or inappropriate	
Economy of Story Detail	The story is told with the right amount of detail throughout – it does not seem too short or too long		The story needs extensive editing – it is too short or too long to be interesting and/or effective	
Youth Participation	Clearly a youth driven effort with appropriate level of support and guidance from 4-H staff and volunteers		Level of youth engagement and participation is unclear – not all team members involved	

Comments:

TOTAL _____/55