

Focus

The focus of the story is established early on and maintains focus throughout	The focus of the story is established early on and is maintained for most of the story	The focus is generally clear, but there are lapses in places	It is difficult to discern the focus of the story
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Style - General

The style is original, fresh and compelling	The style is clear	The style is basic	The style is missing or weak
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Style - Appropriateness

Overall design has aesthetic appeal/ease of use consistent with purpose/audience. Style is highly engaging and well suited to message of the story	Overall design has good appeal and is reasonably consistent with the purpose and to the intended audience	Overall design has adequate appeal but shows some inconsistencies with purpose/audience.	Overall design is unappealing and inappropriate for purpose/audience Style is more distracting than helpful
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Creativity

Complete originality in composition and delivery, strong evidence of critical thinking skills	Creative, striking theme maintained consistently – extending value and meaning to the message	Theme appropriate for topic and audience	Theme(s) used inconsistently or inappropriately for topic and audience.
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Content

Content is clearly relevant to story and its focus, message is distinctly clear.	Content has some relevance to the story and its focus, message is clear with some confusing points	Content has little relevance to the story and theme, message is not clear	Content has no relevance to story and theme, there is no evident message.
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Fluency

The content chosen is highly fluent, expressive, detailed and original. The content helps to express the meaning of the story in an inventive way	Fluent with some details	Reasonably fluent but unclear in places.	Lacking fluency, details or originality
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Layout Organisation & Sequencing

Graphics & story content are organized in a clear, logical way within the layouts. This makes the story easy to follow.	Most information is organized in a clear, logical way. One picture or media fragments seems to be out of place.	Two or more media fragments seem to be out of place making the story difficult to follow.	There is no clear story. Story elements seem to be sequenced randomly.
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Chapter Organisation & Sequencing

Story chapters are organized in a clear, logical way. The order in which they are presented is sensible and helps convey the meaning of the story	Most of the chapters are organized in a clear logical way. One chapter appears out of place.	Two or more chapters seem to be out of place making the story difficult to follow.	There is no clear story. Story chapters seem to be sequenced randomly.
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Presentation

Transitions, effects and audio are appropriate to the subject manner, add to the flow of the story and do not detract	Most transitions, effects and audio are appropriate to the subject manner, add to the flow of the story and do not detract	Some transitions, effects and audio are appropriate to the subject manner, add to the flow of the story and do not detract	Little to none of the transitions, effects and audio are appropriate to the subject manner, do not add to the flow of the story and do detract
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Economy

The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	The story composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections.	The story seems to need more editing. It is noticeably too long or too short in more than one section.	The story needs extensive editing. It is too long or too short to be interesting.
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Coverage and Completeness

Biography covers full story of the subject. All significant points included	Biography covers story of subject with most major points included	Biography covers only part of story of subject. There were many significant points missing	Biography does not cover the subject
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Coherence

The story was easy to understand and the elements it contained were sensibly chosen and clearly related.	The story was reasonably easy to understand as most of the elements were clearly related	It was difficult to see the relationship between the story elements and this made the story hard to follow	It was difficult to understand what was being retold and the elements of the story did not appear related
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Integrity

Truthful and appropriate account of the experiences.	The story is largely truthful and appropriate with only one or two minor inconsistencies	The story presents a somewhat realistic account but with several inaccuracies	The story does not present a realistic account of what occurred
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