

The Hellies 2015 “festival of digital storytelling”, Judging Criteria

	3	2	1
Preparation	The story is told with exactly the right amount of detail throughout. Apparent collaboration - for instance through consistency of message and coherence of presentation. Sources of information well documented.	The story composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections. Collaboration involved individual contributions being put together in a reasonably coherent manner. Sources of information mostly documented.	The story seems to need more editing. It is noticeably too long or too short in more than one section. No collaboration within group evident. Documentation of information sources weak or missing.
Argument and analysis	Establishes a purpose early on and maintains a clear focus throughout. Insightful synthesis of information into own ideas evident. Highly effective introduction with a strong hook and a compelling ending. Ideas coherent, organized effectively and flow logically.	Establishes a purpose early on and maintains focus for most of the presentation. Adequate evidence of understanding of information into own ideas. Introduction and conclusion both clear and articulate. Ideas mostly coherent, organized but flow not sustained	Purpose/main idea weak or missing. Synthesis of information into own ideas weak or missing. Introduction and/or conclusion missing or very weak. Ideas lack coherence, consistency and flow.
Vocal presentation and editing	Voice quality is clear and consistently audible throughout the presentation. Word choice is powerful – specific, accurate, vivid/descriptive. Quality of volume/diction/fluency/flow is high.	Voice quality is clear and consistently audible throughout the majority (75-95%) of the presentation. Word choice is acceptable - routine word choices/effective language. Quality of volume/diction/fluency/flow is acceptable.	Voice quality needed further attention. Word choice is dull, uninspired or trying too hard to impress with inappropriate words. Quality of volume/diction/fluency/flow is not acceptable.
Visual literacy and use of music (if used)	Visuals make a significant, enriching contribution, extending relevancy and meaning to the topic’s message. Transitions enhance/enrich meaning of message. Music stirs a rich emotional response that matches the story line well. Images coordinated with the music.	Visuals were relevant and supportive of topic’s message. Transitions applied satisfactorily. Music is ok, and not distracting, but it does not add much to the story. Not coordinated with images.	Visuals not relevant to topic – use appears mostly as “decoration”. Transitions frequently inappropriate or distracting from message. Music is distracting or inappropriate.

For each of the components assign a score of 1-3 according to the table above. The overall score for each digital story will be out of 12.