WRD 111
Outline/Storyboard Grading Rubric

Name:

Group:

	Excellent	Strong	Fair	Needs Work
Content	Narrative is thoughtfully developed with specific and convincing evidence and detail to support each category. The outline that it provides affords a clear and effectively articulated understanding of what the PSA will do and how it will do it.	Narrative is largely effective and clearly articulated, but it may need minor development. Categories may need a few more details in order to provide a comprehensive picture of the PSA's full scope of purpose.	Narrative is somewhat effective and articulated, but it needs significant development in some areas. Categories may be vague; explanations of the PSA's method of execution may be insufficiently detailed.	Narrative is unsure of what it is communicating and feels disjointed. Category outlines are unclear and details irrelevant and hastily compiled. PSA feels inadequately outlined and issue may even be misunderstood.
Organization	Simple, direct, and easy to follow. Organization supports and enhances community depiction.	Largely clear and easy to follow. If any, difficulties in determining assignation are minor.	Has moments of clarity, but organization largely feels inappropriate for content.	Organization hinders understanding of content.
Mechanics	Voice and language are clear, compelling, and concise. Few mechanical or grammatical problems.	Voice and language are strong and appropriate. Few mechanical/grammatical errors don't hinder comprehension.	Voice/language are clear but predictable. Mechanical/grammatical errors are common and sometimes a hindrance.	Voice and language are weak, vague, and/or repetitive. Mechanical and grammatical problems are rampant.
Digital Images	Clear and compelling, they effectively provide a roadmap for the entire PSA (8-10 used).	Largely effective at providing a roadmap for the entire PSA (7-9 used).	Somewhat effective at providing a roadmap for the entire PSA (5-7 used).	Incomplete/ineffective at providing a roadmap for the entire PSA (fewer than 5 used).

Individual Score: /85

Group Score: /15

Total: /100