

Evaluation Criteria – Storyboards or Design Documents

	Excellent (A)	OK (B)	Weak (C)
Design describes or shows the objective, purpose and scope	An introduction succinctly describes the topic with a tone that fits the topic and audience. The reader can quickly grasp the main idea of the project. The purpose and scope are clear.	Document has an introduction, but lacks clarity. Document has most of the elements of an introduction, but not all.	Storyboard or design document starts without an adequate introduction.
Design describes or shows reader who the intended audience is	There's a clear depiction of a specific intended audience.	The description of the audience is too vague or general.	There is no description of the audience.
Design describes any media planned for the project	Multimedia elements, such as music, images, video, animation, voiceover, sound effects, etc., are clearly shown and described in the design document.	Some media elements are shown in the storyboard or design document, but don't appear well thought out.	Document does not describe media elements that will be incorporated.
Design has a logical organization, effective structure and guides for the reader	Storyboard has a strong sense of direction. There is a definite beginning, middle and end. Story arcs and turning points are well defined.	Story and central themes are evident, but the beginning, middle and end are not completely clear. Story arcs are not obvious.	Storyboard does not have enough substance or is not developed. The structure is not clear. Story arcs or turning points are not described.
Design is succinct and clear	Reader can easily and quickly grasp concepts, flow and the direction of the project.	Design is mostly clear and succinct, but has missing elements or is somewhat vague.	Design needs to be adequately described or needs revision for clarity.
Design depicts a clear ending	The design of the story describes a clearly resolved conclusion.	The ending is described, but not as clear as it could be.	Design does not describe how the story ends.
Design has few mechanical defects	Author has revised and proofread the content in the design, and there are few errors with the spelling and grammar. The style is consistent.	The design has three or more errors or inconsistencies.	Too many mechanical defects mar the clarity of the design.