

## Evaluation Criteria – Photo Script

	Excellent (A)	OK (B)	Weak (C)
<b>Introduces scene, characters, time and place</b>	Script has a meaningful title and begins with a short description of each character, the scene or setting, and the time. Audience immediately knows what the story is about, who the characters are, and begins to understand the tension of the story.	Story has a title and descriptions of characters, a brief description of the setting. The story and characters are not as well defined as they could be.	The introduction is missing a title, descriptions of characters, the setting, and does not give enough information so readers can decide whether or not they want to continue reading the story.
<b>Dialog sizzles. No small or wooden talk. No information dumping or speeches.</b>	Dialog fits characters. Dick Tracy, small talk, and other common dialog errors aren't present. Each character is distinguishable and their spoken words both define them and move the story forward.	Characters are fairly distinguished, but dialog either lacks zing or there are some instances of small talk, wooden speech information dumping, or preaching.	Dialog is flat or filled with small talk or information dumping. Characters all sound alike. Characters sound stiff. Dialog sounds like a sermon or speech.
<b>Presents multimedia elements and linked pages effectively</b>	Media fits the story, flows with the text, tells part of the story, and has a professional presentation. Links to other pages are well thought out and easy to navigate.	Media is adequate for the story but does not flow well or does not add much to the presentation.	Media is missing or does not fit the story. The story feels incomplete because the media is not taking on its fair share of the weight of the story.
<b>Develops story with logical organization, effective structure, and guides for the reader</b>	Story has a strong sense of direction. Scene has a definite beginning, middle and ending. A problem or tension drives the story forward. There is a definite turning point and resolution.	Story mostly has direction, but also has tangents and feels a little convoluted. The ending feels unfinished or unclear.	Story does not have enough substance or is not developed. There are no story arcs or turning points. It feels as though the story could end anywhere; it does not have a strong direction.
<b>Writes with good sentence structure, precise wording, and effective language</b>	Word choice is precise and suits each character as well as the audience. Dialog flows with a definite sense of purpose and rhythm. Directions are brief with just enough details. Author has edited rough drafts to eliminate redundancies, and words that clutter.	Dialog is accurate but weak, general or without variety. Word choice adequately, but not precisely, fits the audience. Verbs are static. There are occasional errors in sentence structure.	There are frequent errors in word choice. Extensive use of passive voice. Story could be cut in half by deleting redundancies and blather.
<b>Adequately proofreads and follows conventions for grammar, punctuation, and spelling</b>	Only two or three minor errors in spelling or punctuation. Author has proofread drafts and corrected grammatical mistakes.	Story is understandable but still needs proofreading for a four to six grammar, spelling, and punctuation errors.	Sentence structure affects clarity. Numerous mechanical errors.