

StoryTelling Network IMPACTcommunity: 2D StoryTelling Rubric

CATEGORY	Exemplary	Acceptable	Needs Improvement
An Effective Character	<p>Features a three-dimensional, charismatic character</p> <ul style="list-style-type: none"> ❖ Communicates universal needs and connects with the intended audience. ❖ Progresses through the "hero's journey" to inspire self-reflection and action in the audience. 	<p>Features a character or multiple characters</p> <ul style="list-style-type: none"> ❖ Features a character or characters that the intended audience relates to on some level. 	<p>Lacks a central character</p> <ul style="list-style-type: none"> ❖ Lacks characters that intended audience can relate to. ❖ Positions the organization or project as the character rather than a real person.
Plot Moves the Story Forward	<p>Features an action-oriented story</p> <ul style="list-style-type: none"> ❖ Inspires the audience to take action based on the intent of the story. ❖ Follows the hero's journey with a rising action, climax, and denouement. 	<p>Presents an incomplete plot</p> <ul style="list-style-type: none"> ❖ Uses a beginning, middle And end-but isn't action oriented and/or doesn't follow a hero's journey through resolution. 	<p>Lacks a plot with a beginning, middle and end, but not necessarily in that order</p> <ul style="list-style-type: none"> ❖ Lacks structure to communicate the purpose of the story. ❖ Leaves audience confused or unmoved to take the desired action.
Authenticity (voice)	<p>Resonates with the audience</p> <ul style="list-style-type: none"> ❖ Shares a perspective that the audience can connect with and relate to. ❖ Engages audience in a natural, truthful, and relevant way. 	<p>Lacks resonance</p> <ul style="list-style-type: none"> ❖ Uses formal or rigid language. ❖ Tells the audience how to feel rather than inspiring real emotions. 	<p>Lacks authenticity</p> <ul style="list-style-type: none"> ❖ Uses jargon, feels forced, and doesn't relate to the audience.
Action-Oriented Emotions	<p>Engages the audience</p> <ul style="list-style-type: none"> ❖ Compels the audience to feel real emotions. ❖ Persuades audience to change their minds or behaviors. ❖ Amuses, comforts, touches, sympathies, makes one sad, makes one dream, makes one laugh, makes one shiver, makes one weep, makes one think. 	<p>Leaves the audience unmoved</p> <ul style="list-style-type: none"> ❖ Tells the audience how to feel rather than inspiring real emotions. ❖ Leaves the audience uninspired to take action. 	<p>Lacks any sense of emotion</p> <ul style="list-style-type: none"> ❖ Applies reason and logical thinking rather than engaging emotions in an effort to move audience to action. ❖ Engages the mind and misses connecting with the heart..
A "Hook"	<p>Creates an immediate and lasting connection with the audience</p> <p>Answers 7 questions:</p> <ul style="list-style-type: none"> ❖ What are they like? ❖ What keeps them up at night? ❖ How can you solve their problem? ❖ What do you want them to do? ❖ How might they resist from adopting your message and carrying out the call to action? ❖ How can you best reach them? ❖ Why are they here? 	<p>Lacks an early connection with the audience</p> <ul style="list-style-type: none"> ❖ Leaves the audience hanging and hopeful for more. ❖ Lacks an intentional moment to establish connection with the audience. 	<p>Lacks a reason to stay engaged with the story</p> <ul style="list-style-type: none"> ❖ Leaves the audience with no sense of connection or interest.
Resonates with the audience	<p>Gives audience a reason to stay engaged</p> <ul style="list-style-type: none"> ❖ Provides guidance, confidence, insight, advice, training, [magical gifts] to overcome fears and enter into a new journey. 	<p>Lacks relevancy</p> <ul style="list-style-type: none"> ❖ Provides some sense of insight, but lacks sense of guidance or empowerment of the audience. 	<p>Doesn't make the presentation about the audience</p> <ul style="list-style-type: none"> ❖ Lacks clear message. ❖ Leaves the audience uninspired, confused, or unclear on the message.