## StoryTelling Network IMPACTcommunity: 2D StoryTelling Rubric

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Exemplary</th>
<th>Acceptable</th>
<th>Needs Improvement</th>
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| **An Effective Character**    | Features a three-dimensional, charismatic character  
- Communicates universal needs and connects with the intended audience.  
- Progresses through the “hero’s journey” to inspire self-reflection and action in the audience.                                               | Features a character or multiple characters  
- Features a character or characters that the intended audience relates to on some level.                                                                                                      | Lacks a central character  
- 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** | Features an action-oriented story  
- 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.                                                                                                           | Presents an incomplete plot  
- Uses a beginning, middle and end, but not necessarily in that order  
- Follows the hero’s journey with a rising action, climax, and denouement.                                                                                         | Lacks a plot with a beginning, middle and end, but not necessarily in that order  
- Lacks structure to communicate the purpose of the story.  
- Leaves audience confused or unmoved to take the desired action.                                                                                                          |
| **Authenticity (voice)**      | Resonates with the audience  
- Shares a perspective that the audience can connect with and relate to.  
- Engages audience in a natural, truthful, and relevant way.                                                                                                               | Lacks resonance  
- Uses formal or rigid language.  
- Tells the audience how to feel rather than inspiring real emotions.                                                                                           | Lacks authenticity  
- Uses jargon, feels forced, and doesn’t relate to the audience.                                                                                                           |
| **Action-Oriented Emotions**  | Engages the audience  
- Compels the audience to feel real emotions.  
- Persuades audience to change their minds or behaviors.  
- Amuses, comforts, touches, sympathizes, makes one sad, makes one dream, makes one laugh, makes one shiver, makes one weep, makes one think. | Leaves the audience unmoved  
- Tells the audience how to feel rather than inspiring real emotions.  
- Leaves the audience unmotivated to take action.                                                                                                                     | Lacks any sense of emotion  
- 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"**                 | Creates an immediate and lasting connection with the audience  
- Answers 7 questions:  
  - 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?                                                                                                                                             | Lacks an early connection with the audience  
- Leaves the audience hanging and hopeful for more.  
- Lacks an intentional moment to establish connection with the audience.                                                                                             | Lacks a reason to stay engaged with the story  
- Leaves the audience with no sense of connection or interest.                                                                                                           |
| **Resonates with the audience** | Gives audience a reason to stay engaged  
- Provides guidance, confidence, insight, advice, training, [magical gifts] to overcome fears and enter into a new journey.                                                                               | Lacks relevancy  
- Provides some sense of insight, but lacks sense of guidance or empowerment of the audience.                                                                 | Doesn’t make the presentation about the audience  
- Lacks clear message.  
- Leaves the audience uninspired, confused, or unclear on the message.                                                                                               |

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