grading rubric for storyboards*

components	4 pts	3 points	2 points	1 point
organization	4 key elements: **misconception** stated, data **sequence** builds a story, **refutes** denials, reaches logical **conclusion**	3 of 4 key elements: **misconception**, data **sequence** builds a story, **refutes** denials, reaches logical **conclusion**	2 of 4 key elements: **misconception**, data **sequence** builds a story, **refutes** denials, reaches logical **conclusion**	1 of 4 key elements: **misconception**, data **sequence** builds a story, **refutes** denials, reaches logical **conclusion**
data quality	4 key elements: **readable** data; **understandable**; data are **relevant; redrawn** if needed	3 of 4 key elements: **readable** data; **understandable; relevant; redrawn** if necessary	2 of 4 key elements: **readable** data; **understandable; relevant; redrawn** if necessary	1 of 4 key elements: **readable** data; **understandable; relevant; redrawn** if necessary
argument	data build **story**, story is **complete**, data are **strong**, text **connects** data	3 of 4 elements: build **story**, story is **complete**, data are **strong**, text **connects** data	2 of 4 elements: build **story**, story is **complete**, data are **strong**, text **connects** data	1 of 4 elements: build **story**, story is **complete**, data are **strong**, text **connects** data
counter-argument	common counter-arguments are addressed in the text and refuted with data	most of the counter arguments are addressed in the text and refuted with data	some of the counter arguments are addressed in the text and refuted with data	$\leq$ 1 of the counter arguments are addressed in the text and refuted with data
conclusion	4 key elements: **summation** of the data, clear **answer, rebuttal** of common misconceptions, clear final **statement**	3 of 4 key elements: **summation** of the data, clear **answer, rebuttal** of common misconceptions, clear final **statement**	2 of 4 key elements: **summation** of the data, clear **answer, rebuttal** of common misconceptions, clear final **statement**	1 of 4 key elements: **summation** of the data, clear **answer, rebuttal** of common misconceptions, clear final **statement**

* typos and grammatical errors will reduce point total