



Multimedia Rubric 2012

Category	Performance Indicators		
	1 (Average)	2 (Good)	3 (Excellent)
Curriculum Alignment (indicators/objectives are clearly stated on entry form)	No evidence of connection to target curriculum. Users are not likely to learn from this project.	Some evidence of connection to target curriculum. Users may learn from this project.	Clear evidence of connection to target curriculum. Frequent and clear references are made to facts and components. Users will learn from this project.
Subject Knowledge	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	Subject knowledge is evident in much of the project. Most information is clear, appropriate, and correct.	Subject knowledge is evident throughout the project. All information is clear, appropriate and correct.
Introduction	The introduction does not orient the audience to what will follow.	The introduction shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete and is somewhat appealing to the audience.	The introduction presents the overall topic and draws the audience into the presentation with compelling questions.
Visual Appeal	Few images, graphics, or maps are included. No variation in layout or design. Background colors or template design is distracting.	Images, graphics, or maps are included but little variation in layout or design. Background colors or template design is acceptable.	Appropriate and thematic selection of graphic elements that enhance the understanding of the concepts or ideas. Variation in layout or design.
Special effects	No special effects	Special effects do not occur in the correct order or detract from the presentation	Special effects are cleverly selected and occur in the correct order and enhance the

			presentation
Slide / Video Quality	Font size too small, or color choice of text difficult to read from a distance. Too many words per slide / screen.	Font size, style and / or choice color of text visible, but difficult to read. Too many words per slide / screen.	Font size, style and / or choice of text easily readable from a distance. Slide / video includes important points.
Organization	Presentation can be followed, but sequencing or order is not logically arranged. Images are present but not necessarily relevant.	Presentation can be followed. Information is somewhat organized. Images are present.	Presentation can be followed easily and is visually appealing. Information is well organized. Images explain and enhance presentation.
Quality of Content (mechanics)	Errors in spelling, capitalization, punctuation, usage, and grammar repeatedly distract the audience and major editing and revision is required.	The text / audio is written / spoken with minimal editing required for grammar, punctuation, and spelling.	The text / audio is clearly written / spoken with no errors in grammar, capitalization, punctuation, and spelling.