

General Multimedia Product Rubric

Rubric Criteria	4	3	2	1
	Advanced	Proficient	Basic	In Progress
Content	Project covers topic in-depth with details and examples. Subject knowledge is excellent.	Project included essential knowledge about the topic.	Project includes essential information about the topic with 1 or 2 factual errors	Content is minimal in relation to the activities and / or there are several factual errors.
Requirements	All requirements for each activity have been met and exceeded.	All requirements were met.	No more than one requirement was not met.	Several requirements were not met.
Originality	Product shows a large amount of original thought. Ideas are creative.	Product shows some original ideas and new insights.	Product uses basic information and does not draw on own conclusions.	Work is not original. Credit is not given and only basic recall of information is listed.
Multimedia design	The combination of multimedia elements takes communication to a superior level. Clear attention is paid to balance and proportion. The synergy reaches the intended audience with style.	Most graphics, video, audio, or other enhancements are used appropriately to enrich the experience.	Multimedia elements accompany content but there is little sign of mutual reinforcement. Some tendency to a random use of graphical elements.	Screens are either barren, stark, confusing or cluttered. Graphics or special effects weaken the message.
Mechanics	No misspellings or grammatical errors	Three or fewer spelling or grammatical errors.	Several misspellings or grammatical errors. These start to impede readability.	Numerous errors in spelling and grammar. readability is difficult.
Timeliness	Submitted on time. Links work, if appropriate			Submitted on time. Links do not work, if appropriate