

Name of reviewed Project or Student: _____

Rubric for Multimedia Projects: In-class critiques can be very beneficial as we refine our skills, both aesthetic and technical. Of vital importance is the ability to give and receive feedback on a project or assignment.

| | Beginner: 1 point | Novice: 2 Points | Intermediate: 3 points | Expert:4 points | Self Evaluation | Teacher Evaluation |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------|
| Topic/Content | Includes little essential information and one or two facts | Includes some essential information with few citations and few facts. | Includes essential information with most sources properly cited. Includes enough elaboration to give readers an understanding of the topic. | Covers topic completely and in depth. Complete information. Encourages readers to know more. | | |
| Technical Requirements | Includes 3 pages or less, few graphics from outside sources, few animations and advanced features. | Includes 5 pages or less, fewer than 3 graphics from outside sources, fewer than 3 animations and few advanced features, such as video, 3-D, or sound. Student level work. | Includes at least 5 pages, 3 graphics from outside sources, 3 animations and some advanced features, such as video or demonstrates superior production skills. | Includes at least 7 pages, 5 or more graphics from outside sources, 5 or more animations and several advanced features, such as video, Spry and/or advanced programming. Clearly professional quality. | | |
| Mechanics | Includes more than 5 grammatical errors, misspellings, punctuation errors, etc. Does not reflect a quarter long project. | Includes 3-4 grammatical errors, misspellings, punctuation errors, etc. | Includes 2-3 grammatical errors, misspellings, punctuation errors, etc. | Grammar, spelling, punctuation, capitalization are correct. No errors in the text. | | |
| Interactivity | Includes fewer than 2 instances of interactivity for the viewer. Project does not encourage click-throughs. | Includes fewer than 3 instances of interactivity for the viewer. Project has limited ability to encourage interaction with viewer. | Project is useful and successfully leads target audience to interact with product. Viewer feels a sense of involvement with the presentation. | Project is superior in quality. User is motivated through sequencing and navigational elements to stay within site and interact, using several different interactivity techniques. | | |
| Traditional Art Skills | The artwork does not effectively incorporate principles of design, illustration techniques, or color theory. The visual composition is cluttered and un-refined. | Student-quality design and composition. The artwork demonstrates an understanding of design, color theory, illustration techniques, and visual composition, but is not fully realized. | Student-quality design and composition. The artwork demonstrates an understanding of design, color theory, illustration techniques, and visual composition. | Professional-quality artwork. The work incorporates sophisticated principles of design, demonstrates a mastery of color theory, illustration techniques, and visual composition. | | |
| Presentation | Difficulty in communicating ideas. Little preparation or incomplete work. | Some difficulty communicating ideas, due to lack of skills, incomplete work and lack of attention to detail. | Communicates ideas with clarity and in an easy to understand format. Adequate preparation and delivery. | Communicates ideas with appropriate language, clear delivery, use of visual hierarchy and clean navigation. All interactions are easy to understand and target to audience. | | |

Scale: 18 - 20=Expert 15 - 17=Intermediate 10 - 14=Novice 6 -9=Beginner **Total Points** 0 0

Created for MM3301 Interaction Design for Entertainment | Sharon Kaitner, M.Ed., Instructional Technologist | For Educational Purposes Only

Original rubric courtesy of SAS inSchool <http://www.SASinSchool.com>