Multimedia—Unit 1 Portfolio Project Rubric

Criteria	Excellent (3)	Good (2)	Poor (1)
Phase One: Project Analysis			
Is there a written plan that states the presentation's purpose and target audience and guides the project's development?	A written plan has been created that states the presentation's purpose and target audience and guides the project's development.	A written plan has been created, but the presentation's purpose and/or target audience could have been stated more clearly.	There is no written plan or the plan is very poorly written.
Phase Two: Design and Development			
Have an appropriate and attractive design theme and color scheme been chosen?	An appropriate and attractive design theme and color scheme has been chosen.	The design theme and/or color scheme chosen could have been better.	The design theme and color scheme were poorly chosen.
Do the slides use consistent and appropriate layout and text formatting?	Slide formatting and layout is consistent and appropriate.	Some slides exhibit inconsistent and/or inappropriate formatting.	Most or all of the slides exhibit inconsistent and/or inappropriate formatting.
Does each slide present an example of a specific type of multimedia?	Each slide presents an example of a specific type of multimedia.	Some slides lack details about the type of multimedia being discussed, or more than one type is discussed per slide.	Slides do a poor job of discussing specific examples of multimedia.
Are the presentation's ideas and information communicated effectively?	All ideas and information are communicated effectively.	Most ideas and information are communicated effectively.	Ideas and information are poorly communicated.
Has all content been proofread and spell checked?	All content has been proofread and spell checked.	There are minor problems with grammar and spelling.	Problems with grammar and spelling are very noticeable.

Phase Two: Design and Development *(Continued)*

Criteria	Excellent (3)	Good (2)	Poor (1)
Are bulleted lists used properly?	Information is presented in properly formatted bulleted lists when appropriate.	Most of the time bulleted lists are used properly.	Bulleted lists have been used improperly or not at all.
Does the presentation contain graphics and animations that enhance it?	The presentation contains graphics and animations that enhance it.	One of the graphics or animations detracts from the presentation or only one graphic or animation is present.	Several graphics and animations detract from the presentation or no graphics or animations are present.
Are there at least one audio clip and one video clip, and do they enhance the presentation?	The presentation contains at least one audio clip and one video clip and both enhance the presentation.	The presentation contains only one audio clip or one video clip, or the clips detract from the presentation.	The presentation does not contain any audio or video clips, or both clips detract from the presentation.
Have well chosen transitions been applied to all slides?	Well chosen transitions have been applied to all slides.	Some slides do not have transitions or transitions could have been better chosen.	There are no transitions or transitions are poorly chosen.

Phase Three: Testing and Implementation

Criteria	Excellent (3)	Good (2)	Poor (1)
Does the slide show demonstrate proficiency in the use of the presentation software?	The slide show demonstrates a high degree of proficiency in the use of the presentation software.	The slide show demonstrates moderate proficiency in the use of the presentation software.	The slide show does not demonstrate proficiency in the use of the presentation software.
Do all multimedia components function properly?	All multimedia components function properly.	One multimedia component does not function properly.	Two or more multimedia components do not function properly or multimedia components are not present.
Have all specified rules and restrictions regarding the use of third-party information, graphics, and multimedia files been followed?	All rules and restrictions regarding the use of third-party materials have been followed.	In most cases, the rules and restrictions regarding the use of third-party materials have been followed.	No attempt has been made to follow the rules and restrictions regarding the use of third-party materials.

Phase Three: Testing and Implementation *(Continued)*

Criteria	Excellent (3)	Good (2)	Poor (1)
Does the presentation automatically move from one slide to another, with an appropriate amount of time spent on each slide?	The presentation automatically moves from one slide to another, with an appropriate amount of time spent on each slide.	The presentation automatically moves from one slide to another, but too much or too little time is spent on at least one of the slides.	The presentation does not automatically move from one slide to another.
Was the presentation reviewed by a peer and any appropriate changes implemented?	The presentation was reviewed by a peer and appropriate changes were implemented.	The presentation was reviewed by a peer, but appropriate changes were not implemented.	The presentation was not reviewed by a peer.