Multimedia Project Rubric

1. Project must adhere to all contest rules listed.
2. Project must include at least three of the following: graphics, sound, text, video, animation or scripting.
3. All graphic files or other content belonging to any other source, other than the individual or team members, must be properly documented.
4. Project may be posted on the Internet; in this case the url must be provided. Otherwise, the project can be turned in on a CD or DVD .
5. If made available on the internet, the full names of students, phone numbers, and addresses may not be listed on the web page.
6. Students may use any software to create the project.
7. The project must not exceed 3 minutes in length.

Judging Criteria

1. Project must be appropriate for school and public presentations.
2. Entries will be judged on the following rubric based on:

   Organization
   Originality
   Copyright/documentation
   Subject knowledge
   Graphical design

   More weight is given to the categories of graphical design and subject knowledge.

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	0-1.5	**2.0-4.5**	**5.0-8.5**	**9-10**	**Total**
Organization of Content (10 points)	The sequence of scenes and action is not logical	Some logical sequence of information is evident but is not easy to follow.	The sequence of information is logical. The progression is mostly clear and direct.	Logical, intuitive and interesting sequence of information. Paths to all content are clear and direct.	
	0-4.5	**5.0-9.5**	**10.0-16.0**	**16.5-20**	
Originality (20 points)	The work is a minimal collection or rehash of other people's ideas, products, images and inventions. No evidence of new thought.	The work is an extensive collection and rehash of other people's ideas, products, images and inventions. There is little evidence of new thought or inventiveness.	While based on an extensive collection of other people's ideas, products, images and inventions, the work extends beyond that collection to offer new insights.	The product shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, and inventive.	
	0-1.5	**2-4.5**	**5-8.5**	**9-10**	
Copyright and Documentation (10 points)	Sources have not been properly cited and permissions have not been received.	Some sources have not been properly cited and all permissions have not been received.	Most sources are properly cited	All sources are properly cited according to MLA style; Permissions to use any graphics from commercial web pages on other sources have been received, printed, and saved for future reference.	
	0-9.5	**10-19.5**	**20-30**	**30.5-40**	
Subject Knowledge (relevance to a book or books from the Name That Book List) (40 points)	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	Some subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct.	Subject knowledge is evident throughout (more than required). All information is clear, appropriate, and correct.	
	0-4.5	**5.0-9.5**	**10.0-16.0**	**16.5-20**	
Graphical Design (20 points)	Screens are either barren, stark, confusing or cluttered. Graphics or special effects weaken the message.	Multimedia elements accompany the content but there is little sign of mutual reinforcement. Some tendency to a random use of graphical elements.	Most graphics, video, audio, or other enhancements are used appropriately to enrich the experience.	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 and pizzazz.	
				Total	