# STIC-1.jpgMultimedia Rubric 2013

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| Name: | | | Document Title: | |
| Software Used: | | |
| **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. |