TCO 325 Spring 2013
Marketing Captivate Project
Grading Rubric

20 pts	**Marketing Effectiveness** • The program effectively persuades the audience to accept the marketing objectives. • The program is more persuasive than just informative. • The graphics in the program illustrate the marketing objectives clearly. • The interface design metaphorically supports the marketing objectives. • Content is realistic.
30 pts	**Technical Effectiveness** • The slide length effectively meets the time expectations of at least 10 minutes for the entire program. • The slides transition effectively and smoothly. • The narration is easy to hear, easy to understand, and matches the content. • The narration matches the content on each slide. • Other sound effects are appropriate for the slide for which they are used. • The program is linked to the owner's websites.
40 pts	**Design Effectiveness** • The program has an effective introduction. • The slide design has effective, non-gratuitous text animation. • The slide design uses photos or other graphical images effectively. • Photos are sized correctly and are clear (not distorted, blurry, or misshapen). • Navigation is linear from slide to slide, or if different, is clearly denoted. • Colors used match the content theme and are matched well with all colors used. • There are enough slides to tell the story, but not so many that the user is overwhelmed. • Site design follows plan specified in design blueprint. • The program has an effective conclusion.
10 pts	**Originality** • The program represents an original design idea. • The program is a creative, an imaginative, and an inventive use of Captivate. • The program offers the user something that would not find in another product.
Comments	