

TCO 325

Grading Rubric for Multimedia Blueprint

10 points each.

1. **Introduction:** The introduction should explain the background and purpose of the multimedia program, to the point that you understand the reason for development without actually seeing the program on screen.

2. **Definition:** This section should provide a more extensive definition of the program's topic; for example, if the multimedia program is marketing a tutoring program at the University, it should fully describe the tutoring program and explain how the multimedia program will describe and market it.

3. **Audience:** This section should identify and describe the intended audience and the characteristics of this audience in regard to age, interests, computer use, expectations for multimedia, and interest in this topic.

4. **Design Strategy:** This section should explain how Captivate will be used to develop the program. If the program is marketing-based, it should explain how Captivate will be used to develop animation-based slides; if software simulation-based, then how Captivate will be used for capture slides. If there is any branching or special navigation, this should also be explained. The graphics strategy should also be described, as well as the order of content.

5. **Multimedia Elements:** This section should explain what multimedia elements are being used. Because the last section will cover this to some extent, this can be briefly limited to explaining what type of graphics, animation, text, navigation, etc will be used.

6. **Production Plan:** This should be a GANTT chart or some form of a production schedule showing the schedule for development with actual dates and milestones backed up to the final deadline for submitting the assignment.

7. **Text Outline:** This section should be a regular outline showing the order of content in the multimedia program.

8. **Flowchart:** This section should include a flowchart showing the graphical order of content in the multimedia program.

9. **Summary:** This one-paragraph summary should end the report by tying together the overall purpose and strategy of the multimedia program.

10. Overall Questions

How effective is this report in forecasting the design of this multimedia program?

1	2	3	4	5
Unsatisfactory	Weak	Satisfactory	Good	Excellent

How effective is this report in addressing the design strategy?

1	2	3	4	5
Unsatisfactory	Weak	Satisfactory	Good	Excellent

Does the production schedule adequately predict timely production?

Does the report contain enough information to help you visualize the multimedia program in its final form?