

**TCO 325 Spring 2013**  
**Training Captivate Project**  
**Grading Rubric**

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| 20 pts   | <p><b>Training Effectiveness</b></p> <ul style="list-style-type: none"> <li>• The program teaches the intended skill(s) effectively.</li> <li>• Captivate screen capture technology is used effectively.</li> <li>• On-screen hints are used effectively.</li> <li>• The program successfully captures and delivers the appropriate content.</li> <li>• By the end of the program, the user has definitely learned a new skill.</li> </ul>   |
| 30 pts   | <p><b>Technical Effectiveness</b></p> <ul style="list-style-type: none"> <li>• The slide length effectively meets the time expectations of at least 10 minutes for the entire program.</li> <li>• The slides transition effectively and smoothly.</li> <li>• The narration is easy to hear, easy to understand, and matches the content.</li> <li>• The narration matches the content on each slide.</li> <li>• Other sound effects are appropriate for the slide for which they are used.</li> <li>• The program is linked to the owner's websites.</li> </ul>  |
| 40 pts   | <p><b>Design Effectiveness</b></p> <ul style="list-style-type: none"> <li>• The program has an effective introduction.</li> <li>• The slide design has effective, non-gratuitous text animation.</li> <li>• The slide design uses photos or other graphical images effectively.</li> <li>• Photos are sized correctly and are clear (not distorted, blurry, or misshapen).</li> <li>• Navigation is linear from slide to slide, or if different, is clearly denoted.</li> <li>• Colors used match the content theme and are matched well with all colors used.</li> <li>• There are enough slides to tell the story, but not so many that the user is overwhelmed.</li> <li>• Site design follows plan specified in design blueprint.</li> <li>• The program has an effective conclusion.</li> </ul> |
| 10 pts   | <p><b>Originality</b></p> <ul style="list-style-type: none"> <li>• The program represents an original design idea.</li> <li>• The program is a creative, an imaginative, and an inventive use of Captivate.</li> <li>• The program offers the user something that would not find in another product.</li> </ul>  |
| Comments |  |