# TCO 620 Multimedia Proposal Rubric

# Assignment Three – Multimedia Proposal

| Points – 200 | Criteria |
|---|---|
| Adaptability<br>10 pts | The document clearly describes how the content in this project can be adapted and deployed using multimedia.<br>**Comments:** |
| **Content – 150 points** | |
| Executive Summary<br>25 pts | The executive summary presents the challenge/opportunity, background on the organization, and the solution. The summary also forecasts the contents of the proposal. It is written using persuasive language and offers a win strategy – a compelling statement to convince the reader this project is a worthwhile investment and will be effective.<br>**Comments:** |
| Project Background<br>15 pts | The background provides sufficient information on the organization to help the reader place the project in context of organizational needs.<br>**Comments:** |
| Treatment<br>25 pts | The treatment explains the nature of the multimedia design and the types of media to be used. After reading the treatment, the reader will be able to visualize the look and feel of the multimedia application.<br>**Comments:** |
| Technical Specifications<br>15 pts | The tech specs provide details on both the hardware and software necessary to design and build the multimedia and also the necessary equipment and software needed to use the finished project.<br>**Comments:** |
| Storyboards<br>25 pts | At least 5-7 storyboards representative of the actual project are provided. These can be designed in Word, PowerPoint, or any application and should provide a low-fidelity, visual depiction of the screen/interface with explanatory notes about navigation, media, and links to internal or external resources. After seeing the storyboards, the reader could potentially be able to explain to a designer how to build the multimedia.<br>**Comments:** |
| Team<br>20 pts | Teams are generally necessary for large-scale design and production of multimedia. This section of the document should explain the various team members needed, their roles, and how they would contribute specifically to this project. Team leadership and management should also be addressed.<br>**Comments:** |
| Project Schedule<br>15 pts | In a GANTT chart or some other format, a high level project schedule should be provided that shows project dates, milestones, tasks, and team member task |

| | assignments.<br>**Comments:** |
|---|---|
| Summary<br>10 pts | Like the executive summary, this section of the document should be written in persuasive, compelling language and should wrap up the document's contents and restate its intent, which is to persuade management to adopt this project.<br>**Comments:** |
| **Writing Quality** | |
| Appearance<br>25 pts | The proposal document represents graduate-level writing, document formatting, and document design.<br>**Comments:** |
| Grammar and Punctuation<br>15 pts | Punctuation and grammar are correct throughout the document.<br><br>**Comments:** |