Multimedia Project Grading Rubric

Name of designer/topic: _____

Points	Elements of Review	
(50)	Media	1. Multiple (more than three formats) media elements used. 2. All media elements support user understanding. 3. All media elements are appropriate for content. 4. Images are in proper formats (.jpg, .gif, .png) and are sized appropriately. 5. Images are crisp and clear when displayed. 6. Animation, if used, is well-designed and has a clear purpose. 7. Interactive elements are present and successfully engage the user. 8. Media is appropriately distributed page to page (no more than 1-2 elements per page at the most.) 9. The gratuitous use of media is avoided.
(50)	Content	1. Content is appropriate for target audience. 2. Content order matches design flowchart. 3. Content contains an effective introduction. 4. Transitions exist and effective signal content changes. 5. Content includes an effective conclusion. 5. Credits are listed.
(50	Site design	1. Website is logically organized with a clear hierarchy. 2. Site design is consistent from page to page. 3. Pages use a grid or template format to organize content. 4. Colors are used appropriately both for aesthetics and interface design. 5. Page interface is intuitive. 6. A clear metaphor is present. 7. Site design follows flowchart specified in design blueprint. 8. Media is placed appropriately within page structure. 9. Site design shows good application of web design standards. 10. Text clearly communicates how to proceed through site and how to use multimedia elements. 11. Fonts are appropriate for web use.
(50)	Functionality	1. All media plays as it should (sound, animation, & video perform appropriately.) 2. Buttons & hotspots work as they should. 2. All hyperlinks work. 3. An exit option is available on appropriate pages. 4. Icons or clear labels are used to indicate navigation. 5. All necessary files are on the server.

(50)	User Motivation & Interest	1. The site and media elements engage the user through novelty, humor, game elements, testing, adventure, unique content, or surprise elements, etc. 2. The site design makes the user want to return to the site again. 3. Media elements are welcome and not distracting.
(50)	Grammar, spelling, and punctuation	1. Site and media elements are completely correct grammatically and there are no spelling errors. 2. New and unusual acronyms and words are explained when first used. 3. Punctuation rules followed appropriately

Comments