Multimedia Product Review

Directions: Review the product based on each major element below (Media, Content, etc.) Assign points for each element based on one of four criteria (Poor, Fair, etc) in the score summary table at the end of the document.

Site/MM Product:

Team Members:

	Poor	Fair	Good	Excellent
Media	1. The site suffers from a complete lack of media other than text and still images. 2. Media elements detract from user understanding. 3. Media elements used are not appropriate. 4. Images are not sized appropriately. 5. Images need additional editing. 6. Animation is not entirely clear or effective. 7. No interactive elements are present. 8. Media is not appropriately distributed page to page. 9. Media used is gratuitous and distracting.	1. At least two media elements (different formats) used. 2. Media elements support user understanding somewhat. 3. Media elements are not appropriate for content or are only appropriate on certain pages. 4. Images are in proper formats (.jpg, .gif, .png) but are not all sized appropriately. 5. Images could be more crisp and clear and need additional editing. 6. Animation, if used, seems to have a purpose but it is not entirely clear. 7. Interactive elements are present but are not engaging. 8. Media is not appropriately distributed page to page 9. Some media elements are questionable.	1. At least two media elements (different formats) used. 2. Media elements mostly support user understanding. 3. Media elements are mostly appropriate for content. 4. Images are in proper formats (.jpg, .gif, .png) and are mostly sized appropriately. 5. Images are mostly crisp and clear when displayed. 6. Animation, if used, has a purpose related to the content. 7. Interactive elements are present and engage the user. 8. Media is appropriately distributed page to page (no more than 1-2 elements per page at the most.) 9. Media used is not gratuitous, although some elements are questionable.	1. Multiple (more than three formats) media elements used 2. All media elements support user understanding 3. All media elements 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.
	Poor	Fair	Good	Excellent
Site Design	1. Website is not well organized. 2. Site design is inconsistent from page to page. 3. Content is not effectively organized on individual pages. 4. Colors are inappropriate both for aesthetics and interface design. 5. No clear page interface is present and the user has to	1. Website is loosely organized with no clear hierarchy. 2. Site design is inconsistent from page to page. 3. Pages do not use a grid or template format to organize content. 4. Colors are often inappropriate both for aesthetics and interface design. 5. Page interface is not intuitive and the user has to think about	1. Website is organized with some degree of a hierarchy. 2. Site design is mostly consistent from page to page. 3. Pages use a grid or template format to loosely organize content. 4. Colors are mostly appropriate both for aesthetics and interface design. 5. Page interface is	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

	Poor	Fair	Good	Excellent
	think about each page separately. 6. A metaphor is either not present or poorly implied. 7. Site design does not follow flowchart specified in design blueprint. 8. Media is placed inappropriately within page structure on most pages. 9. Site design shows no application of web design standards.	each page separately. 6. A metaphor is either not present or poorly implied. 7. Site design does not follow flowchart specified in design blueprint. 8. Media is placed inappropriately within page structure on most pages. 9. Site design shows poor application of web design standards.	somewhat intuitive, but the user has to think about navigation. 6. A metaphor is present. 7. Site design loosely follows flowchart specified in design blueprint. 8. Media is placed appropriately within page structure on most pages. 9. Site design shows application of web design standards.	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.
	Poor	**Fair**	**Good**	**Excellent**
Spelling & Grammar	Site and media elements include 4 or more grammar or spelling errors.	Site and media elements include 3 or more grammar or spelling errors.	Site and media elements include less than 2 grammar or spelling errors.	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.
	Poor	**Fair**	**Good**	**Excellent**
Content	1. Content is not appropriate for audience as described in blueprint. 2. Content order departs significantly from design flowchart. 3. Content is not distributed logically throughout the product. 4. No transitions exist. 4. No transitions exist.	1. Content is not entirely appropriate for audience. 2. Content order departs moderately from design flowchart. 3. Contributed is chunked appropriately on in parts of the product. 4. There is no introduction. 5. Incomplete credit information is listed.	1. Content is mostly appropriate for target audience but some inconsistencies exist. 2. Content order mostly matches design flowchart with only minor deviations. 3. Content contains an introduction. 4. Transitions exist but are only moderately effective. 5. Credits are listed.	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. Credits are listed.
	Poor	**Fair**	**Good**	**Excellent**
Functionality	1. Some (or all) media does not play. 2. Broken links exist. 3. An exit option is not available. 4. No icons or clear labels are used to indicate navigation. 5. More than 3 necessary files are not on the server.	1. Some media does not play as it should. 2. Some links do not work. 3. An exit option is only available in one location. 4. Navigation indicators are not always clear or change from page to page. 5. Some necessary files are not on the server.	1. Most media plays as it should. 2. All links work. 3. An exit option is available on at least the first and last pages or media elements. 4. Icons or clear labels are used to indicate navigation. 5. All necessary files are onthe server.	1. All media plays as it should. 2. All links 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.

	Poor	**Fair**	**Good**	**Excellent**
User Motivation & Interest	1. The site and media elements do not successfully engage the user in any way. 2. The site design is not original and the user does not want to return to the site again. In fact, the user aborts the site before viewing all pages. 3. Media elements are not welcome and are completely distracting.	1. The site and media elements do not successfully engage the user 2. The site design is not original and the user does not want to return to the site again. 3. Media elements are not welcome and are distracting.	1. The site and media elements somewhat engage the user through novelty, humor, game elements, testing, adventure, unique content, surprise elements, etc. 2. The site design is not completely original, but the user probably wants to return to the site again. 3. Media elements are mostly welcome and not distracting.	1. The site and media elements engage the user through novelty, humor, game elements, testing, adventure, unique content, 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.

Multimedia Product Score Summary				
Points Available	**Poor (-- points)**	**Fair (-- points)**	**Good (-- points)**	**Excellent (-- points)**
Media				
Content				
Site Design				
Functionality				
Spelling & Grammar				
User Motivation & Interest				
Total				

Review the Review:

1. What other criteria would you add to this review?

2. What changes would you make to this review?

3. Explain at least one way to make this a more effective review form.