Multimedia—Unit 2 Portfolio Project Rubric

Criteria	Excellent (3)	Good (2)	Poor (1)
Phase One: Project Analysis			
Is there a content plan that includes project goals, target audience, and a clearly written mission statement?	The content plan includes project goals, target audience, and a clearly written mission statement.	The content plan includes project goals, target audience, and a mission statement, but parts of it are not clearly written.	The content plan is poorly written or no plan was created.
Is there a project plan that defines the project's scope?	The project plan does an excellent job of defining the project's scope.	The project plan does an adequate job of defining the project's scope.	The project plan does not define the project's scope or no plan was created.
Phase Two: Design and Development			
Has a well chosen navigation scheme been specified?	A well chosen navigation scheme has been specified.	A navigation scheme has been specified, but it could have been better chosen.	No navigation scheme has been specified.
Has a storyboard been created that shows the basic layout and contents of each page?	There is a storyboard that shows the basic layout and contents of each page.	There is a storyboard but it shows the basic layout and contents of only some of the pages.	There is no storyboard or it is very poorly done.
Does the storyboard indicate how pages will be linked?	The storyboard does a thorough job of showing how pages will be linked.	The storyboard shows how some of the pages will be linked.	The storyboard does not indicate how pages will be linked, or there is not storyboard.

Phase Two: Design and Development *(Continued)*

Criteria	Excellent (3)	Good (2)	Poor (1)
Is there a detailed sketch showing the layout and contents of the home page, including its navigation elements?	There is a detailed sketch showing the layout and contents of the home page, including its navigation elements.	There is a sketch that partially shows the layout and contents of the home page.	The sketch of the home page is poorly done or there is no sketch.
Does the sketch of the home page contain appropriate multimedia elements, including graphics and an audio or video clip?	The sketch of the home page contains appropriate multimedia elements, including graphics and an audio or video clip.	The sketch of the home page is missing one of the specified multimedia elements or the elements are not well chosen.	The sketch of the home page does not contain any multimedia elements.
Have the elements of visual design, including simplicity and proper use of white space, been followed?	The elements of visual design have been followed.	Most of the elements of visual design have been followed.	The elements of visual design have not been followed.
Has an appropriate color scheme been chosen, and does it use Web-safe colors?	An appropriate color scheme has been chosen, and it uses Web-safe colors.	A color scheme has been selected, but it could have been better chosen, or it does not use Web-safe colors.	No color scheme has been chosen, or it is very poorly chosen.
Have the principles of visual design, such as maintaining balance, proximity, proportion, rhythm, and unity, been followed?	The principles of visual design have been followed.	Most of the principles of visual design have been followed.	The principles of visual design have not been followed.

Phase Three: Testing			
Criteria	**Excellent (3)**	**Good (2)**	**Poor (1)**
Has a testing plan been written that states all components will be checked to make certain that they are error-free?	A testing plan has been written that clearly states how all components will be checked to make certain that they are error-free.	A testing plan has been written, but it could better explain how components will be checked to make certain that they are error-free.	There is no testing plan.
Does the testing plan specify that visual elements will be checked for consistency in look and placement?	The testing plan specifies that visual elements will be checked for consistency in look and placement.	The testing plan states that visual elements will be checked for either consistency or placement, but not both.	There is no testing plan.
Does the testing plan state that all content will be checked for spelling and grammar errors?	The testing plan states that all content will be checked for spelling and grammar errors.	The testing plan indicates that either spelling or grammar will be checked, but not both.	There is no testing plan.
Was the project reviewed by a peer and any appropriate changes implemented?	The project was reviewed by a peer and appropriate changes were implemented.	The project was reviewed by a peer, but appropriate changes were not implemented.	The project was not reviewed by a peer.
Phase Four: Implementation			
Has an implementation plan been written that discusses how the Web site will be made available to its target audience?	An implementation plan has been written that discusses how the Web site will be made available to its target audience.	An implementation plan has been written, but it does not explain how the Web site will be made available to its target audience.	There is no implementation plan.