

# Multimedia—Unit 3 Portfolio Project Rubric

Criteria	Excellent (3)	Good (2)	Poor (1)
<b>Phase One: Project Analysis</b>			
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.
<b>Phase Two: Design and Development</b>			
Has a storyboard been created that shows the basic layout and contents, including the multimedia components, of the newsletter?	There is a storyboard that shows the basic layout and contents of the newsletter.	There is a storyboard, but it shows the basic layout and contents of only some parts of the newsletter.	There is no storyboard or the storyboard is poorly done.
Have the elements and principles of visual design been followed?	The newsletter does an excellent job of following the elements and principles of visual design.	The newsletter does an adequate job of following the elements and principles of visual design.	The newsletter does not follow the elements and principles of visual design.
Has an appropriate color scheme been chosen?	An appropriate color scheme has been chosen.	A color scheme has been selected, but it could have been better chosen.	No color scheme has been chosen, or it is poorly chosen.
Do all multimedia elements enhance the site?	All multimedia elements do an excellent job of enhancing the site.	Most multimedia elements enhance the site.	Many multimedia elements detract from the site.

<b>Phase Two: Design and Development</b> <i>(Continued)</i>			
<b>Criteria</b>	<b>Excellent (3)</b>	<b>Good (2)</b>	<b>Poor (1)</b>
Is the logo well designed, and does it represent the organization?	The logo is well designed, and represents the organization.	The logo is adequately designed and does an acceptable job of representing the organization.	The logo is poorly designed and/or is not representative of the organization.
Is there an ad with a link to a local business's Web site?	There is an ad with a link to a local business's Web site.	There is a local business ad, but it does not contain a link to the Web site.	There is no ad.
Has a well designed animation been included?	The newsletter contains an excellent animation.	The newsletter contains an adequate animation	There is no animation or it is poorly designed.
Does the newsletter contain links to appropriate audio and video clips?	The newsletter contains links to appropriate audio and video clips.	The newsletter contains a link to either an audio or a video clip.	The newsletter does not contain links to either an audio or a video clip.
<b>Phase Three: Testing</b>			
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.

<b>Phase Four: Implementation</b>			
<b>Criteria</b>	<b>Excellent (3)</b>	<b>Good (2)</b>	<b>Poor (1)</b>
Has an implementation plan been written that explains how the newsletter will be made available to the target audience?	An implementation plan has been written that explains in detail how the newsletter will be made available to the target audience.	An implementation plan has been written that contains a general explanation of how the newsletter will be made available to the target audience.	There is no implementation plan, or it does not explain how the newsletter will be made available to the target audience.