Multimedia—Unit 4 Portfolio Project Rubric

Criteria	Excellent (3)	Good (2)	Poor (1)
Phase One: Project Analysis			
Is there a content plan that includes a mission statement which specifies the online portfolio's purpose, goals, and target audience?	A clearly written content plan includes a mission statement which specifies the portfolio's purpose, goals, and target audience.	There is a content plan that includes a mission statement which specifies the portfolio's purpose, goals, and target audience, but parts of it could be more 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 storyboard been created that shows the basic layout and content of each Web page?	There is a storyboard that shows the basic layout and content of each Web page.	There is a storyboard, but it shows the basic layout and content of only some of the Web pages.	There is no storyboard or the storyboard is poorly done.
Have the elements and principles of visual design been followed?	The online portfolio does an excellent job of following the elements and principles of visual design.	The online portfolio does an adequate job of following the elements and principles of visual design.	The online portfolio 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.
Is all text complete and clearly and concisely written	All text is complete and is clearly and concisely written.	Most of the text is complete and most is clearly and concisely written.	The text is incomplete and/or is poorly written.

Phase Two: Design and Development *(Continued)*

Criteria	Excellent (3)	Good (2)	Poor (1)
Do all multimedia elements, including at least one original graphic and one original animation, enhance the portfolio?	All multimedia elements, including an original graphic and an original animation, do an excellent job of enhancing the portfolio.	Most multimedia elements enhance the portfolio or one of the required multimedia elements is missing.	Many multimedia elements detract from the portfolio or the required multimedia elements are missing.
Is there a Web page that describes the multimedia projects you have developed and that links to the projects themselves?	There is a Web page that thoroughly describes the multimedia projects you have developed and that links to the projects themselves.	There is a Web page that adequately describes most of the multimedia projects you have developed and that links to most of the projects.	The Web page is missing or does a poor job of describing the projects and linking to them.

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 and function properly?	A testing plan has been written that clearly states how all components will be checked to make certain that they are error-free and function properly.	A testing plan has been written, but it could better explain how components will be checked to make certain that they are error-free and function properly.	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			
Criteria	**Excellent (3)**	**Good (2)**	**Poor (1)**
Has an implementation plan been written that explains how the portfolio might be published as a Web site so that the target audience can view it online?	An implementation plan has been written that clearly explains how the portfolio might be published as a Web site so that the target audience can view it online.	An implementation plan has been written that contains a general explanation of how the portfolio might be published.	There is no implementation plan or it does not explain how the portfolio will be made available to the target audience.