## Attachment 5.1
### Multimedia Project - Rubric/Scoring Guide

<table>
<thead>
<tr>
<th>Factor</th>
<th>Points (%)</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 (20%)</td>
<td>Storyboard of instructional content with a focus on both effective design and integrating multimedia elements.</td>
</tr>
<tr>
<td>2</td>
<td>7 (28%)</td>
<td>Use of audio and visual elements created in other software programs.</td>
</tr>
<tr>
<td>3</td>
<td>10 (40%)</td>
<td>Final Flash project integrating multimedia and special effects in an online learning experience.</td>
</tr>
<tr>
<td>4</td>
<td>3 (12%)</td>
<td>Level of forum participation that reflects on development processes and upgrading options.</td>
</tr>
</tbody>
</table>

**FACTOR 1: Storyboard for Project 5 (5 pts)**  
(2pts possible for first two elements; 2pts for exemplary use; 1pt for average use; 1 pt for poor use. For the third element (creativity) one point is given for exemplary use.)

1.1 Instructional content: trainers (corporate or gov’t) or Teachers (pk-16)  
1.1.1 Users of screen capture programs like Camtasia should include an audio script along with a storyboard.  
1.2 Use of multimedia and design elements: sound, narration, color, media clips, graphics, images  
1.3 Creativity of Storyboard  
1.3.1 Storyboard didn’t get topic preapproved

**FACTOR 2: Version 1 of Final Project (7 pts)**  
(2pts possible for first three elements; 2pts for exemplary use; 1pt for average use; 1 pt for poor use. For the fourth element (creativity and/or effort) one point is given for exemplary use.)

2.1 Level of media integration: graphics, images, sound, narration, media elements (2pts)  
2.2 Functionality and effectiveness of the Flash file online (2pts)  
2.2.1 Includes use of optimization and Accessibility elements.  
2.3 Application and use of timing of multimedia elements  
2.3.1 Do the media elements work together? Does narration follow visuals by a few seconds?  
2.4 Level of creativity and/or effort (1pt)

**FACTOR 3: Version 2 of Final Project (10 pts)**  
(2pts possible for each element; 2pts for exemplary use; 1pt for average use; 1 pt for poor use.)

3.1 Overall quality of design (look, layout, use of colors) of the final product  
3.1.1 Use of design elements (contrast, repetition, alignment, proximity)  
3.2 Overall effectiveness and usefulness of the final project  
3.3 Improvement over version 1  
3.4 Sophisticated use of Flash (i.e., ActionScripts, transitions)  
3.4.1 Ability to Troubleshoot  
3.5 Level of effort

**FACTOR 4: Final Project Critiques (3 pts)**

4.1 Review and critique two of your peers projects. Think of yourself as a member of the project development committee. What should they consider adding or eliminating to make the project more effective? If your comments are all positive you will be fired from this committee and not receive any points for this activity. In the real world, consumers (your students and customers) will complain about lots of elements in these projects. Your job is to try to find out ways to make this project more effective before it gets to the end consumer. (2 pts possible)

4.2 Complete a self review and critique of your own project in your own forum area. Multimedia projects can be continually improved. If you had a lot more time and resources, what would you do to develop version three of your project? (1 point possible)