

# Digital Publishing Fair

Judge's **Multimedia** Rubric

Title \_\_\_\_\_

Grade Level \_\_\_\_\_

Category \_\_\_\_\_

Category: \_\_\_\_\_

Student(s) Name \_\_\_\_\_

\_\_\_ K-2

\_\_\_ Individual

\_\_\_ Fiction

(If a group or class, list the teacher's name or the first student's name

\_\_\_ 3-5

\_\_\_ Group/Class

\_\_\_ Non-fiction

only.)

DIRECTIONS: For each category, please circle one numerical score, then total the scores at the bottom.

NOTE: This scoring sheet will be shared with the students

	15-12 = Exceeds Expectations	11-8 = Meets Expectations	7-4 = Approaches Expectations	3-0 = Unacceptable
<b>Required Elements</b>  ____ Score	Submission meets <b>ALL SIX</b> requirements: title, content with images, navigation, about the author, citations, and reflection. 15----14----13----12----	Submission meets <b>FIVE</b> requirements: title, content with images, navigation, about the author, citations, 11----10----9----8----	Submission meets <b>FOUR</b> requirements: title, content with images, navigation, about the author, citations, and reflection. 7----6----5----4----	Submission meets <b>THREE OR FEWER</b> requirements: title, content with images, navigation, about the author, citations, reflection 3----2----1----0----
<b>Content</b>  ____ Score	Subject knowledge is evident throughout. ( <b>MORE THAN REQUIRED</b> ). All information is clear, appropriate, and correct. 15----14----13----12----	Subject knowledge is evident <b>IN MUCH</b> of the product. Information is clear, appropriate, and correct. 11----10----9----8----	<b>SOME</b> subject knowledge is evident. Some information is confusing, incorrect or flawed. 7----6----5----4----	Subject knowledge is <b>NOT EVIDENT</b> . Information is confusing, incorrect or flawed. 3----2----1----0----
<b>Mechanics</b>  ____ Score	Presentation has <b>NO</b> misspellings or grammatical errors 15----14----13----12----	Presentation has <b>FEW</b> misspellings and/or grammatical errors. 11----10----9----8----	Presentation has <b>SEVERAL</b> misspellings and/or grammatical errors. 7----6----5----4----	Presentation has <b>MAJOR</b> spelling errors and/or grammatical errors. 3----2----1----0----
<b>Originality</b>  ____ Score	The <b>MAJORITY</b> of the content and many of the ideas are presented in a fresh, original, and inventive way. 15----14----13----12----	<b>SOME</b> of the content and some of the ideas are presented in a fresh, original, and inventive way. 11----10----9----8----	The work is an <b>EXTENSIVE COLLECTION</b> of other people's ideas, products, images and inventions. 7----6----5----4----	The work is a <b>MINIMAL</b> collection or rehash of other people's ideas, products, images and inventions. 3----2----1----0----
<b>Technology-Organization of Content</b>  ____ Score	Logical, intuitive sequence of information. Menus and paths to <b>ALL</b> information are clear and direct. 15----14----13----12----	Logical sequence of information. Menus and paths to <b>MOST</b> information are clear and direct. 11----10----9----8----	<b>SOME</b> logical sequence of information, but menus and paths are confusing or flawed. 7----6----5----4----	<b>NO</b> logical sequence of information; menus and paths to information are not evident. 3----2----1----0----
<b>Technology-Graphical Design</b>  ____ Score	The combination of multimedia elements with words and ideas takes communication and persuasion to a <b>VERY HIGH LEVEL</b> , superior to what could be accomplished with either alone. <b>COMPLETELY</b> followed the principles of design: alignment, contrast, consistency, typefaces, & white space. Accurate for content which is well organized. The mixture brings about synergy and dramatic effects. 15----14----13----12----	Design elements and content combine <b>EFFECTIVELY</b> to deliver a high impact message with the graphics and the words reinforcing each other. <b>MOSTLY</b> followed the principles of design: alignment, contrast, consistency, typefaces, & white space. Accurate for content which is well organized. 11----10----9----8----	Graphical and multimedia elements accompany content but there is <b>LITTLE SIGN</b> of mutual reinforcement. <b>SOMEWHAT</b> followed the principles of design: alignment, contrast, consistency, typefaces, & white space. Accurate for content which is <b>FAIRLY</b> organized. 7----6----5----4----	Exaggerated emphasis upon graphics and special effects <b>WEAKENS</b> the message and interferes with the communication of content and ideas. <b>HAS NOT</b> followed the principles of design: alignment, contrast, consistency, typefaces, & white space. Content is <b>NOT</b> organized. 3----2----1----0----
<b>Technology-Screen Design</b>  ____ Score	<b>ALL</b> navigational tools and buttons work on all screens. 15----14----13----12----	<b>MOST</b> navigational tools and buttons work on most screens. 11----10----9----8----	Screens are difficult to navigate, but <b>SOME</b> buttons and navigational tools work. Users can navigate a few screens. 7----6----5----4----	Buttons or navigational tools are <b>ABSENT, CONFUSING, OR NOT WORKING</b> . 3----2----1----0----
<b>Technology-Use of Enhancements</b>  ____ Score	<b>APPROPRIATE</b> amounts of video, audio, or 3-D enhancements are used effectively to entice users to learn and to enrich the experience. Clips are long enough to convey meaning without being too lengthy. 15----14----13----12----	<b>SOME</b> video, audio, or 3-D enhancements are used appropriately to entice users to learn and to enrich the experience. In some cases, clips are either too long or too short to be meaningful. 11----10----9----8----	<b>LIMITED</b> video, audio, or 3-D enhancements are present. In most instances, use of these tools is appropriate. 7----6----5----4----	<b>NO</b> video, audio, or 3-D enhancements are present or use of these tools is inappropriate. 3----2----1----0----

