

Apple Multimedia Rubric: Part 1

Aspect of Project	1	2	3	4
Overall Presentation	Majority of project is disjointed and interest level is sporadic.	Majority of project flows well and has some interesting items included.	Project flows well and is interesting.	The project flows well, keeps the attention of the audience, and is very interesting.
Subject Knowledge	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	Some subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct	Subject knowledge is evident throughout (more than required). All information is clear, appropriate, and correct.
Organization of Content	No logical sequence of information. Menus and paths to information are not evident.	Some logical sequence of information, but menus and paths are confusing and flawed.	Logical sequence of information. Menus and paths to more information are clear and direct.	Logical, intuitive sequence of information. Menus and paths to all information are clear and direct.
Instructional Design	No evidence of relationship to target curriculum or standard course of study; no reference to texts, objectives, or content guide. users are not likely to learn from this product.	Some evidence of connection to target curriculum; a few references to texts, objectives, or content guide. Users find it difficult to learn from this product.	Adequate evidence of connection to target curriculum; clear reference to texts, objectives, or content guide. Audience can learn from this product.	Clear evidence of connection to target curriculum; frequent references to texts, objectives, or content guide. Audience is motivated to learn from this product.
Subject Context	Information irrelevant. Information not relevant to scope of project.	Information is accurate but not well elaborated or explained.	Material is explained accurately and fully.	Information is fully organized, and fully explained in a new or different way.
Mechanics	Presentation has four or more spelling and/or grammatical errors.	Presentation has three misspellings and/or grammatical errors.	Presentation has one or two misspellings and /or grammatical errors.	Presentation has no misspellings or grammatical errors.