

Apple Multimedia Rubric: Part 3

| Aspect of Project | 1 | 2 | 3 | 4 |
|---|--|---|---|---|
| Text Information | Text information is short and inaccurate. Grammar and punctuation are mostly incorrect. | Uses an acceptable amount of text. Information is accurate. Acceptable grammar and punctuation. | Majority of the text is accurate, uses proper grammar and punctuation, and mostly flows well. | The information used is accurate, well written, complete with proper grammar and punctuation. |
| Scanning and Graphics | No graphics or scanned images or images used; won't load. | Images used have little relevance to information. File size too large, load too slowly and inefficiently use memory. | Images used to enhance and support text. File size is appropriate for project type. Use of memory is moderately efficient. | Images enhance information and text. Optimum memory usage; file size and format for project output type. |
| Use of Graphics and Scanned Images | Images used have no relevance to information. Not enough images used. | Images enhance the information somewhat. Placement of images is acceptable. | Images are used to enhance the information and support text. Placement of images is appropriate. | Images are used to enhance the information and support text. Placement of images is pleasing to the eye. |
| Elements of Graphic Design | Inappropriate use of type (style, fonts, size) and color that do not support text and presentation. Does not follow CRAP principles of design. | Occasional use of type (style, fonts, size) and color that rarely supports text and presentation. Meets some elements of CRAP principles of design. | Adequate use of type (style, fonts, size) and color that rarely supports text and presentation. Generally follows CRAP principles of design | Exceptional use of type to support text and presentation. Follows CRAP principles. |
| Graphical Design | Superfluous graphics or no graphics. | Occasional use of graphics that rarely support text and presentation. | Graphics relate to text and presentation. | Graphics explain and reinforce screen text and presentation. |
| Screen Design | Screens are either confusing and cluttered or barren and stark. Buttons or navigational tools are absent or confusing. | Screens are difficult to navigate, but some buttons and navigational tools work. Users can navigate a few screens. | Screens contain adequate navigational tools and buttons. Users can progress through screens in logical path to find information. | Screens contain all necessary navigational tools and buttons. Users can progress intuitively through screens in a logical path to find information. |
| Use of Enhancements | No video, audio, or 3-D enhancements are present or use of these tools is inappropriate. | Some video, audio, or 3-D enhancements are present. In most instances use of these tools is appropriate. | Video, audio, or 3-D enhancements are present. Use of these tools is appropriate or enhances the outcome or goal of the experience. | Video, audio, or 3-D enhancements are present. Use of these tools entices users to learn and enhances the outcome or goal of the experience. |
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