

Rubric for Interactive Multimedia Project

Criteria	1 Unacceptable	2 Workable	3 Promising	4 Exemplary
Articulation of Original Methodology	Methodology is absent, or wholly derived from others' techniques	Methodology is articulated but often ineffective or inconsistently applied	Methodology combines useful elements of pre-existing techniques, demonstrates innovation	Innovative, persuasively articulated methodology addresses or solves problems with pre-existing techniques
Novel Analysis of Course Themes	Analysis does not include a thesis, provides largely unrelated or confusing examples	Analysis includes a derivative thesis, some unrelated examples and some operative examples	Analysis includes a convincing thesis, supported by related, effective examples	Thought-provoking thesis and illuminating examples extend course themes to new territory
Appropriate and Effective Use of Ephemera	Random ephemera chosen do not support thesis, or are presented in an illegible format	Ephemera examples appear chosen for visual impact rather than appropriateness to topic	Ephemera supports thesis, comes from recommended archives, and provides visual interest	Ephemera illustrates and supports thesis, comes from recommended archives as well as some new sites
Clarity and Creativity of Presentation	Presentation consists of an essay recitation with visuals, no apparent thought given to approach	Presentation structure involves some design elements, which do not accurately reflect research	Presentation is clear, well structured, and delivered in an stimulating manner	Presentation enhances, broadens, and develops audience comprehension of research
Audience Selection, Address, and Engagement	Presenter does not engage the audience, nor consider audience composition with regards to address	Presenter solicits but fails to elicit audience engagement, audience composition is unclear	Presenter clearly addresses a specific audience, uses effective register and tone, varies presentation style	Presenter consistently and effectively engages a specific audience with an interactive approach
Scoring	0-8 = Unacceptable: Ask instructor for advice on how to proceed	9-12 = Workable: Add minor edits, peer-edit, or see instructor for advice	13-16 = Promising: Add minor edits to sharpen content, structure, style	17-20 = Exemplary: Experiment with novel style, offer to peer-edit