

Multimedia Assessment Rubric

Name(s) _____ Course: _____

Subject Area/Topic: _____ Grade Level: _____

Multimedia Product (Webquest/Trackstar/WebPage, etc): _____

Category	Unacceptable 1 point	Acceptable 3 points	Exemplary 5 points	Total Pts.
Content Knowledge	Content knowledge within the product shows limited understanding. Content differentiation is not evident.	Content knowledge is evident and the product directs students toward adequate understanding. Opportunities for differentiated learning are provided.	Sophisticated content knowledge is evident throughout. Students are directed toward in-depth understanding. Opportunities for differentiated learning are evident throughout.	
Organization of Learning Activities	The organization of learning activities is inadequate for the topic. Sequencing is awkward and directions are unclear.	The organization of learning activities is adequate for the topic. Sequencing from one activity to another is logical. Directions are adequate for learning.	The organization of learning activities is exceptional for the topic. Sequencing from one activity to another is logical. Directions are clearly stated and well developed for optimal learning.	
Research/Synthesis of Information	The product does not direct students to synthesize information.	The product directs students to synthesize information from (3 or 4) variety of resources	The product directs students to synthesize information from a variety of (5 or more) sophisticated resources.	
Higher Thinking Skills	Opportunities for higher level thinking skills are not provided.	Opportunities for higher level thinking skills are provided (problem solving, critical/creative thinking).	Many opportunities for higher level thinking skills are provided (problem solving, critical/creative thinking).	
Technical use of media (graphics, text, etc.)	Product is difficult to follow and multimedia elements are ineffective. Several grammatical errors are present.	Product is easy to follow and shows adequate use of multimedia elements. The product is free of grammatical errors.	Product reveals expert use of multimedia elements and shows exceptional quality. The product is free of errors.	
Multiple disciplines	Only one content area is utilized for learning.	Two core content areas are incorporated.	Three or more core content areas are incorporated.	
Overall Product Quality	Product does not meet requirements of the assignment and curriculum design is inadequate.	Product meets the requirements of the assignment and demonstrates adequate curriculum design.	Product goes beyond the requirements of the assignment and demonstrates superior curriculum design.	
Overall Total				