Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	Score
I Plan, research, design, write, create, evaluate and revise context-appropriate interactive multimedia presentations and projects using a variety of methods and industry-standard tools.	Has complete and detailed storyboards, flowcharts, communication goals, audience description, story line or theme that adds value to the established communication goals. Can you hand off these documents and someone else can build your prototype? *YES* Can your project stand-alone and meet your communication goals without someone explaining your project? *YES*	Has acceptable storyboards, flowcharts, communication goals, audience description, story line or theme that adds value to the established communication goals. Can you hand off these documents and someone else can build your prototype? *Some of the project can be developed, but not all.* Can your project stand-alone and meet your communication goals? *This project needs some explaining.*	Minimal storyboards, flowchart details, sketch, or weak communication goals, audience descriptions. The story line or themes do not add to the established communication goals. Can you hand off these documents and someone else can build your prototype? *NO* Can your project stand-alone and meet your communication goals? *NO*	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
II Apply basic elements and principles of design to multimedia projects.	Has considered human factors in the design choices of this project. Use color, shape, and composition to add value to the project design and communication goals.	Some human factors were considered in the design choices of this project. Use color, shape, and composition make this project look nice but not really add to the value of the project.	No human factors were considered in the design of this project. The use of color, shape, and composition do not assist with meeting the communication goals of this project.	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
III Prepare and present a multimedia portfolio containing hard copy and electronic media that demonstrates multimedia and problem-solving skills and includes a design a personal marketing plan based on analysis of employment availability and trends in the multimedia industry.	The presentation of materials looks professional, organized, well thought out, clean, clear and confident. Digital material load appropriate, for the given mode of delivery.	The presentation of materials looks okay, nothing special, no WOW factor, with no special attention given. Digital material loaded, but with some glitches.	The presentation of materials looks unorganized, rushed, messy or incomplete. Digital materials don't load or work appropriately.	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
IV Create and edit media elements using industry standard software, optimized for quality, file size, and file format for delivery over appropriate media and use programming/scripting languages, to develop, enhance, and extend the features of multimedia projects.	Use original data. No re-purposed work without approval. Confidence with industry standard software. *Used advanced techniques to demonstrate their knowledge of the tools.* Project functions and works as designed.	Some re-purposed material used without permission. Some confidence with industry standard software. *Uses basic techniques with tools.* Most of project functions as design.	No original data in project. All repurposed material with no consideration of permission. No confidence with industry standard software. *Doesn't know how to use the tools, just got lucky. If asked about the techniques used in their project, they can't explain it.* Some of the project functions as designed	

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Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	Score
V Work effectively in group- and team-based multimedia project environments.	Was able to participate with a team effectively. Worked through challenges and appreciates value in-group collaboration. *Can you describe what your contribution to the project was; and what the contribution of other team members were.*	Worked okay with a team of people, but doesn't appreciate the group collaboration. *Participated, but not engaged in project or other team members.*	Didn't work well in a team. Did not participate with other creative. *Minimal participation. Does not see the value of group collaboration*	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
VI Apply the essential features of project management: scheduling, estimating, marketing, prototyping, budgeting, testing and QA, determining specifications, and developing proposals.	The book keeping of project is detailed, well put together, neat, organized, comprehensive and clear. A detailed and complete scheduled, budget, testing and marketing plan. *All the book keeping components of this project well thought out, detailed, neat and organized.*	Some consideration and detail regarding the project scheduling, budgeting, testing and marketing plan. *Some of the book keeping components of this project well thought out, detailed, neat and organized.*	Little consideration has been developed regarding the scheduled, budget, testing and marketing plan. Looks rushed, and thrown together with minimal data. *Very little detail and thought are put into the book keeping components of this project. It's unorganized, messy and uncompleted.*	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
VII Manage business aspects of multimedia production.	The use of business tools was used effectively to manage and update the business components of project. *Confidence with industry standard business software. Used advanced techniques to demonstrate their knowledge of the tools.*	The use of business tools were used manages business components of project. The project was not updated or expandable. *Some confidence with industry standard business software. Uses basic techniques with tools.*	Some use of business tools, but no real comprehension of the importance to the business aspect of the project. *No confidence with industry standard business software. Doesn't know how to use the tools, just got lucky. If asked about the techniques used in their project, they can't explain it.*	

Criteria	Exemplary 10 9 8	Acceptable 7 6 5	Needs Work/Developing 4 3 2 1	
VIII Be prepared to transfer to a college or university for upper level studies in multimedia.	Confident in the skills, techniques and quality of the development and production of digital media. *Does student have skills and competency to move to higher education with confidence?*	Have some skills in the development and production of digital media. *Student will have some difficulties and have to work catch up in some areas.*	Has completed the course work in the MM program. Student has completed the course work but no true understanding of the development of digital media. This student will struggle in higher education.	