**Digital Media Scoring Rubric**

**Overall Effectiveness**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Fails | Needs Revision | Pass |
| Is there a clear point/thesis to the presentation? |  |  |  |
| Does it meet the required length/time parameters? |  |  |  |
| Is it creative and engaging? |  |  |  |
| Does it cite and use legal materials? |  |  |  |
| Is the content and style appropriate for the audience? |  |  |  |
| Is the tone appropriate for the project? |  |  |  |
| Are there smooth and effective transitions in audio, visuals, and text? |  |  |  |
| Is the required content and purpose clear?  |  |  |  |

**Images**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Fails | Needs Revision | Pass |
| Are they legal and/or original and correctly cited? |  |  |  |
| Are they consistent in tone or theme? |  |  |  |
| Are they effective in conveying the message? |  |  |  |
| Are they clear and legible? |  |  |  |
| Is text and narration appropriately balanced for this project? |  |  |  |
| Is there visual noise? |  |  |  |

**Audio**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Fails | Needs Revision | Pass |
| Is the audio legal and/or original and correctly cited? |  |  |  |
| Is the sound clear and appropriately loud? |  |  |  |
| If a script is read, is it appropriate for the task? |  |  |  |
| Is narration clear and articulated distinctly and with appropriate inflection? |  |  |  |
| If background music is present, is it appropriate in tone and volume? |  |  |  |

**Design**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Fails | Needs Revision | Pass |
| Is the design legal and/or original? |  |  |  |
| Is there evidence of a design theme, color palette, and or organization? |  |  |  |
| Do all visuals and text serve a purpose? |  |  |  |
| Is all text legible, formatted consistently, and spelled correctly? |  |  |  |
| Is there a logical flow to the presentation? |  |  |  |
| Does it show an awareness of contrast, repetition, alignment and proximity? |  |  |  |