

MULTIMEDIA PACKAGE RUBRIC

Name:

Score:

<p>General level of writing</p>	<p>Points: 0-5 Story does not flow naturally; transitions not evident; grammatical errors</p>	<p>Points: 6-10 Project may not flow naturally; transitions may not be evident; may have a few grammatical errors</p>	<p>Points: 11-15 Project is readable and flows naturally; transitions between sources and ideas are evident; few grammatical errors</p>	<p>Points: 16-19 Writing is fluent; transitions are effective; detail and description enhance the story; journalistic conventions are evident; no grammatical errors, considers audience of article</p>	<p>Points: 20 Entire project is engaging, easy to read, detailed and interesting; quotes and descriptions are woven into the narrative; strong sense of journalistic style; no grammatical errors, style and tone appropriate for audience.</p>
<p>Organization</p>	<p>Points: 0-3 Ideas do not flow together easily. No sense of organizational scheme or structure.</p>	<p>Points: 4-5 Ideas may not flow together easily. Problems with structure may be evident.</p>	<p>Points: 6-7 All ideas flow together easily.</p>	<p>Points: 8-9 Evidence of an organizational scheme or pattern; ideas are presented in a logical pattern; paragraphs are short and to the point.</p>	<p>Points: 10 All ideas flow together seamlessly; obvious organizational scheme or pattern; reader's questions are answered as they would naturally occur; strong sense that the author has anticipated the reader's needs. Paragraphs short and to the point.</p>
<p>Depth of information</p>	<p>Points: 0-1 Reader is left with unanswered questions; does not meet length requirement</p>	<p>Points: 2 All questions may not be answered; may not meet length requirement</p>	<p>Points: 3 All of the important questions are answered clearly</p>	<p>Points: 4 The story goes beyond what the reader expects in terms of information and background. Meets word requirement.</p>	<p>Points: 5 The reader is left with no unanswered questions; the story goes beyond what the reader expects in terms of information and background; the story is instructive in its depth and meets the number of words required.</p>

Use and quality of quotes (direct quotes from two people)	Points: 0 No quotes included in story	Points: 1-2 At least one quote included, but may not be particularly relevant	Points: 3-4 Quotes are relevant, diverse and appear often	Points: 5 Quotes are relevant and interesting; they add flavor to the story; the quotes tell much of the story in a natural voice, effective use of transitions	Points: 6 Quotes weave the narrative together; they are interesting, relevant and important; every quote flows naturally in the story, is emotion-evoking and transitioned appropriately
Sidebar	Points: 0 Sidebar is not relevant, useful or interesting, or is missing.	Points: 3 Sidebar is relevant, useful, and/or interesting, but not all three.	Points: 5 Sidebar is somewhat relevant, useful and interesting.	Points: 7 Sidebar is relevant, useful and interesting.	Points: 10 Sidebar is highly relevant, useful and interesting.
Multimedia Element	Points: 0 Element is not relevant, useful or interesting, or is missing.	Points: 3 Element is relevant, useful, and/or interesting, but not all three.	Points: 5 Element is somewhat relevant, useful and interesting.	Points: 7 Element is relevant, useful and interesting.	Points: 10 Element is highly relevant, useful and interesting.

Lede	Points: 0-1 Little to no attempt is made to engage the reader	Points: 2-3 Makes an attempt at engaging the reader; evokes some curiosity; is relevant to the story	Points: 4-5 Makes the reader want to read on; includes appropriate detail and description; flows easily into the story	Points: 6 Captivates the reader's interest; developed with rich description; engaging narrative; flows seamlessly into the story
Photos	Points: 0 No photos included or photos are not original	Points: 3 At least one original photo included	Points: 5 At least one relevant, high quality, original photo is included	
Hyperlinks	Points: 0 No links included or links are not relevant	Points: 2 At least one relevant hyperlink included	Points: 4 At least two relevant hyperlinks included	
Contact information	Points: 0 No contact information provided	Points: 2 Some contact information provided	Points: 4 Contact information for two sources provided	

SCORE: _____ /80