**Multimedia Story Package Rubric**

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|  | **Exemplary** | **Proficient** | **Below standard** | **Did not demonstrate** | **Total points** |
| **Planning (5)** | Multimedia package planning sheet is completed thoroughly and on time.  | Multimedia package planning sheet is mostly complete and on time.  | Multimedia package planning sheet is completed thoroughly but was late. | Multimedia package planning sheet is incomplete. |  |
| **Content and coverage (10)** | Selection of stories and multimedia elements reflects careful decisions tied to the package planning questions. Package is cohesive, and readers have a complete, fulfilling experience. | Several stories and multimedia elements are present, though they could have benefited from more careful planning or greater selectivity. | Story package feels lacking in content, though some stories and multimedia elements are present. Could benefit from better planning and attention to planning questions. | Story package is incomplete and leaves readers with questions. There may be a lack of cohesion between elements. Elements of the package feel as though they were planned and completed by group members separately.  |  |
| **Design (10)** | Online story package format is clear and was well-selected. Navigation through content is intuitive. Package shows attention to detail. | Online story package format is clear, but there may be a few problems with the design. Navigation is mostly clear, or can at least be distinguished with some effort.  | Online story package format is not clear. Layout and presentation of story elements may be confusing or misleading. Readers may get “lost” in the content or miss relevant elements. | Online story package feels thrown together or incomplete. The package might lack a clear structure, or there may be an imbalance of elements. |  |
| **Presentation and collaboration (10)** | Short presentation reflects a clear and convincing rationale for all choices made in planning and designing the online story package. All group members contributed equally. | Short presentation explains the group’s rationale for most decisions made, however it may leave out some of the planning questions. Rationale may be less convincing than in exemplary presentations. Most group members contributed equally. | Short presentation is clear. Some rationale is explained, but presentation focuses more on summary of content than purpose of design and selection. Group members did not contribute equally. | Presentation is too short or feels unprepared. Little to no explanation of rationale is present. Group members did not contribute equally. |  |
| **Total points (30)** |  |  |  |  | \_\_\_/ points |