

New Media Design Rubric

Susan Metros and Joanne Dehoney, 2006.

Dimension	0-2 points	3-5 points	6-8 points	Score
	Inadequate ←—————→ Exceptional			
Concept Originality Ability to define problems, explore various possibilities, and develop unique solutions.	Provides little or no evidence of new thought, inventiveness or creativity.	Concept supports design task; demonstrates some new thought, inventiveness or creativity.	Concept effectively addresses the design task; extends others' approaches in inventive ways; may show significant evidence of originality and inventiveness.	
Aesthetic Quality Sensitivity to the principles of design and successful fulfillment of project criteria.	Visuals are either too simplistic or cluttered and busy. Graphic effects fail to support the message and hamper communication of content; graphics are gratuitous. Concept fails to support design task.	Visual elements relate to content. Visual design criteria (balance, contrast, proportion, harmony, etc.) expressed. Graphical elements reinforce content and are functional.	Skillful handling of design elements creates unique and effective style. Visual elements and content reinforce each other. Design strategy supports message. Overall, an effective and functionally sound design.	
Presentation Display of technical skill, ability to follow directions, craftsmanship.	Poor craftsmanship given available technologies. For multimedia, no attempt to manipulate timing, flow, transitions, for effect. Production errors not addressed. Project fails to address assignment production criteria.	Acceptable craftsmanship. No obvious easily correctable errors. For multimedia projects, elementary efforts to control timing, flow, transitions. Project fulfills assignment criteria.	Clear effort to achieve high production values and to use production techniques to enhance product. Craftsmanship or presentation may approach professional quality. Project goes beyond assignment criteria.	
Professionalism Ability to present work on time, interact with instructor, staff classmates, subject matter experts and other stakeholders in a professional manner.	Multiple instances of inappropriate communication with stakeholders, clients, team members, or professor, self-presentation detrimental to project success, substantial number of deadlines missed or project incomplete.	Project completed, communications basic but effective; deadlines met, but often rushed, self-presentation acceptable; Adequately acquires support and resources required to achieve goals.	Effective verbal and written communications, excellent demeanor and self-presentation; all project deadlines met; acquires more than adequate support and resources to required achieve goals.	
Sources/Citations Depending on the nature of the project, authors may need to correctly cite project sources.	One or more resources not cited; multiple citation errors.	All resources cited; some citation errors or formatting inconsistencies.	Resources well researched and thoroughly and correctly cited.	
Accessibility All projects should be authored in accordance with the World Wide Web Consortium (W3C) (www.w3.org) or local campus accessibility guidelines.	Not accessible and no consideration of accessibility concerns.	Errors and inconsistencies in labeling; fully annotated but technical difficulties (for example, displaying alt text).	Product is completely compliant according to universal design standards, the law, and your campus guidelines and policies.	