

# Cornerstones of Quality Rubric

	AMATEUR	APPRENTICE	PRACTITIONER	AUTHORITY	EXPERT
G.U.M. (GRAMMAR, USAGE, MECHANICS)	<ul style="list-style-type: none"> <li>The presentation has four or more spelling or G.U.M. errors.</li> </ul>	<ul style="list-style-type: none"> <li>The presentation has three spelling or G.U.M. errors.</li> </ul>	<ul style="list-style-type: none"> <li>The presentation has one or two spelling or G.U.M. errors.</li> </ul>	<ul style="list-style-type: none"> <li>The presentation has no spelling or G.U.M. errors.</li> </ul>	<ul style="list-style-type: none"> <li>The presentation is free of spelling and G.U.M. errors.</li> <li>You have used advanced vocabulary and sentence structures.</li> </ul>
CONTENT ORGANIZATION	<ul style="list-style-type: none"> <li>No logical sequence of information.</li> <li>This lack of organization significantly interferes with the impact of the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Some logical sequence of information.</li> <li>Areas that are not well organized are confusing.</li> </ul>	<ul style="list-style-type: none"> <li>Logical, interesting sequence of information.</li> <li>The organizational style complements the subject matter.</li> </ul>	<ul style="list-style-type: none"> <li>Logical, engaging presentation of evidence.</li> <li>The organizational style enhances the subject matter.</li> </ul>	<ul style="list-style-type: none"> <li>Content is strategically arranged and engaging.</li> <li>It is presented in a way that can be used as an example to teach others how to write content for multimedia programs.</li> </ul>
CONTENT ACCURACY	<ul style="list-style-type: none"> <li>Subject knowledge not evident.</li> <li>Information is confusing or incorrect.</li> </ul>	<ul style="list-style-type: none"> <li>Some subject knowledge is evident, but some is confusing or incorrect.</li> </ul>	<ul style="list-style-type: none"> <li>Subject knowledge is evident in most of the product, and information is clear and correct.</li> </ul>	<ul style="list-style-type: none"> <li>Subject knowledge is evident throughout, sometimes giving more than required.</li> <li>All information is clear, appropriate, and correct.</li> </ul>	<ul style="list-style-type: none"> <li>Content is clear, appropriate, and correct with superior subject knowledge throughout.</li> <li>You have provided a new and valuable perspective or insight.</li> </ul>
MEDIA SELECTION	<ul style="list-style-type: none"> <li>Media selection and placement does not support the text and, at times, contradicts important ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Media selection and placement occasionally support the text or the requirements of the assignment.</li> </ul>	<ul style="list-style-type: none"> <li>Media selection and placement support the text and relate to the requirement of the assignment.</li> </ul>	<ul style="list-style-type: none"> <li>Media selection and placement support, explain, and reinforce the screen text and requirements of the assignment.</li> </ul>	<ul style="list-style-type: none"> <li>Media selection support, explain, and reinforce the screen text and the requirements.</li> <li>Production expectations are exceeded.</li> <li>This multimedia program is under consideration for immediate duplication and release.</li> </ul>
(ASSIGNMENT SPECIFIC)					



Producer:

**Assignment Evaluation Form**

Assignment:

	AMATEUR	APPRENTICE	PRACTITIONER	AUTHORITY	EXPERT
G.U.M (GRAMMAR, USAGE, MECHANICS)					
CONTENT ORGANIZATION					
CONTENT ACCURACY					
MEDIA SELECTION					