



Multimedia Criteria 2007-2008

Definition

Multimedia projects use technology to integrate multiple types of media, simultaneously, to present or interact with content. This can include sound, graphics, video, text, animation, user interactivity, or any other form of information representation. Students in grades K-2, 3-5, 6-8, and 9-12 are eligible to enter in the Multimedia category.

This year the Multimedia category will be judged and subdivided into two categories: linear and non-linear. Examples include: slide show presentation, linear tutorial, interactive tutorial, video game, menu driven, 3D modeling, and virtual reality.

Judging Criteria

Content 40%

- Evidence of educational value
- Information is clear, appropriate, and correct
- Used required number of elements (3)
- Mechanics (spelling, grammar, etc.)
- Content reflects stated purpose on introduction/opening
- Subject knowledge is evident

Creativity 10%

- Good use of color
- Consistent formats and design

Design/Layout 30%

- Easy to read
- Logical sequence of information
- Successful navigation
- Effective use of text elements
- Effective use of white space

Originality 10%

- Creative/artistic use of elements
- Evidence of new thought

Credits/Works Cited 10%

- All works properly credited
- All sources properly cited

Judging Criteria Explanation – Multimedia

Content:

Evidence of educational interest

The purpose should be clear and its content should reflect its purpose, be it to entertain, persuade, educate, or sell. A good project should enrich the user's experience and expand the imagination. Promoting social biases (gender, racial, religious, or other types) rather than enlarging the views of the child should not be considered worthwhile.

Information is clear, appropriate and correct

The information presented in the project clearly supports the purpose. The information is related to the topic and does not contain offensive material. The viewpoint presented should be comprehensible to the intended audience. The information is factual where applicable.

Used required number of elements (3)

The student used audio (sounds/music), animation (animated gifs/pictures), graphics (icons, pictures), and/or video (movie clips) as required by the project guidelines.

Original sound or graphics were used

The music/sounds were not copied or recorded from a previous source. The more work that is originally created by the student/group, the more points awarded. Written permission must be secured for music and must be cited in proper MLA format in the works cited.

Audio or video or animation is functional

The audio/video functions within the slideshow. Sound/video should be correct in their timing, sound level, placement, and selection. Sound/video should be crisp and clear.

Mechanics

This includes spelling, grammar, punctuation, sentence structure, etc. In consideration of the ratio of errors to content, the ratings would be as follows:

Below Average - work has several major mechanical errors.

Average - work has few mechanical errors.

Good - work has minimal mechanical errors.

Excellent - work has no mechanical errors.

Subject knowledge is evident

The student demonstrates mastery of educational concepts through research and/or prior knowledge.

Creativity:

Good use of color

Content should be pleasing to the eye, have a complimentary color scheme, and not detract from the main focus of the project. An appropriate use of contrast within the color scheme should be evident. The color of the background should not be too bright or too much like the color of the text. If a light color is used for text, the background should be a dark color. If a dark color is used for text, the background should be a light color.

Consistent formats and design

Layout throughout the project should be uniform and should have balance. Balance is achieved through symmetry by utilizing halves or using the rule of thirds.

Design/Layout:

Easy to read

Text needs to convey information, not complicate it. Text should be legible and not too small or too large. Fonts that are difficult to read should not be used. Use contrasting text and backgrounds. In Multimedia, inappropriately flashing fonts, constantly moving backgrounds, and dizzy color patterns all detract from the project.