

MULTIMEDIA ASSIGNMENT & EVALUATION

In multimedia, there comes a time when the production team realizes the full scope of the task they have taken on and beginning to feel overwhelmed—this is normal. At this point your project looks too big or you've got too much to accomplish before deadline. Take heart! Try to keep enthusiasm high, stay focused on the tasks to be accomplished, and celebrate all visible progress made as team accomplishments. After all, being on a multimedia production team is suppose to be fun!

- ✓ **Assignment:** Students will work in pre-arranged teams on the assigned class Web project. It is expected that a high degree of professionalism will be maintained in all aspects of pre-production, production and post-production. Therefore, students are expected to share responsibilities equally (to the extent possible) and to participate fully in all aspects of the assignment.
- ✓ **Evaluation:** The grading of your multimedia project is relatively simple and straight forward. Your production is “scored” on six (6) criteria plus a score for overall “content” effect. Each criteria is scored on a scale from 1 to 5; 1 being the lowest and 5 being the highest. Your project’s letter grade (and, thus, your group grade) is based upon how high the multimedia project scores on each of the following seven (7) areas:
 - **Production Book** ~ accuracy, completeness, and “professionalism” in the presentation of the Production Book including; treatment & content outline, final flowchart & storyboard, proofs, production team “task” list, schedule & budget, all appropriate release and clearance forms, and audience survey results.
 - **Consistent Layout & Design** ~ the screen layout and graphic design should follow the 4 suggestions of “good” design: contrast, balance, rhythm and unity.
 - **Effective Use of Different Media Types** ~ the use of text, graphics, images, audio and video—as appropriate—to communicate effectively.
 - **Ease of Navigation** ~ interactivity should be designed from a user’s perspective. Menu choices present user with “direct benefits” and/or compelling choices. Site map is provided and/or navigational structure explained.
 - **Appropriate “Programming”** ~ any and all coding is correct and appropriate to content of multimedia project (*i.e.*, no broken codes, non-working hypertext, unviewable graphics or “strange” artifacts).
 - **Audience Survey Results** ~ at least ten (10) individuals provide feedback on “beta” of multimedia project and the results are tabulated, summarized and any issues raised are addressed (*i.e.*, problems “fixed” &/or adjustments made to correct user “misperceptions”).
 - **Overall “Content” Effect** ~ this is an assessment of how successful the multimedia experience is in conveying and achieving its intended purpose (*as stated in the treatment*). Included in this criteria is an assessment of the multimedia project’s usability, functionality and visual aesthetics as well as its technical and creative content.
- ✓ **Individual Assessment:** The individual grade component of this assignment is based almost exclusively on the scores taken from the **Production Evaluation Forms**. Individuals will receive notice of their individual grade separate from the shared group grade for the Web project.
- ☞ **Check Syllabus for Due Date:** Completed Production Books, Individual Essays and Production Evaluation Forms are **ALL due in my office by 5:00 p.m.**