



STEAM Teams/CTAE Digital Media Technology Project Rubric

Elements	4 = Advanced	3 = Proficient	2 = Approaching	1 = Not yet
Content and Communication Skills				
Clear goal for presentation	I establish a purpose early. I maintain a clear focus throughout my presentation.	I establish a purpose early on. I maintain focus for most of the presentation.	There are a few lapses in the focus of my presentation, but the purpose is fairly clear.	Please explain rationale:
Context of presentation	My connections to historical and cultural issues are very clear and compelling. I use appropriate target language for my audience.	My connections to historical and cultural issues are clear. I use appropriate target language use for my audience.	My connections to historical and cultural issues are mostly clear. I mostly use appropriate target language use for my audience.	
Begins and ends well	The start and end of my presentation are clear and interesting.	The start and end of my presentation are clear.	The start and end of my presentation are clear.	
Technical Quality, Esthetics, & Creativity				
Quality of images and/or video	My video and/or images are compelling and of high quality. The images clearly support and enhance	My video and/or images are of high quality. The images clearly support my content.	My video and/or images are mostly of high quality. Some of the images support my content.	
Final Cut	My final cut has an engaging rhythm, with smooth transitions that enhance the vitality of my presentation.	My final cut has an engaging rhythm, and support the vitality of my presentation.	My final cut has some rhythm; there are some lapses in the vitality of my presentation.	
Audio	My presentation has excellent consistency. The narration is clear and articulate. I include music and sound effects, which elicit a	My presentation has good consistency. The narration is clear. I include music and sound effects, which elicit a response from my audience.	My presentation has some consistency. The narration is mostly clear. I include music and sound effects.	
Creativity	I include a large amount of original thought and creativity in my project. My work demonstrates many new ideas and insights. My project is very creative and	I include original thought and creativity in my project. My work demonstrates new ideas and insights. My project is very creative.	I include some original ideas and creativity in my project. When I use other people's ideas, I give them credit. My work demonstrates some new ideas. My project is creative.	
Total Points: ___ /100	36 – 28 = A 100 – 90 points	27 – 19 = B 89 - 80 points	18 – 10 = C 79 – 70 points	