



# RUBRIC: MULTIMEDIA CONTENT PRODUCT

From Digital Online Judging to State Championship  
Individual Student Event, 2 Titles Allowed Per School To Apply

When a student uses tools to create original learning by combining at least three: animation, audio, design software, images, interactive device, text, and video, then enter the work in this multimedia category.

All content is original and produced by the student. Each piece should have a unique title. The best products will be invited to State Championship. First and second place will be recognized at the State Championship Awards.

What the STLP Coordinator should:

- Share the rubric with students
- Determine which student should apply for this category
- Make sure work that is created can be posted online for viewing by judges
- Check for any copyright issues

What the student should do:

- Review the rubric
- Create process: a description written by the student of the steps and tools that he/she used to create the end product
- Turn work in on time to be posted include the process used

ONLINE JUDGING & STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
<b>CATEGORY</b>	The piece can be viewed online by judges	<b>0 10</b>
<b>COPYRIGHT</b>	There are no issues with copyright; Content is school appropriate	<b>0 10</b>
<b>PROCESS</b>	Student completely explains the process and steps in creating the piece; judges can access this process online in Winter Judging and is printed and attached at State	1 2 3 4 5 6 7 8 9 10
<b>PURPOSE</b>	There is a strong purpose, proper treatment of subject, awareness of audience	1 2 3 4 5 6 7 8 9 10
<b>DESIGN</b>	Content design of three or more tools works well together: animation, audio, design software, images, interactive device, text, and video	1 2 3 4 5 6 7 8 9 10
<b>CREATIVITY/ORIGINALITY</b>	Unique, innovative, imaginative	1 2 3 4 5 6 7 8 9 10
<b>APPEAL</b>	Visual appealing;	1 2 3 4 5 6 7 8 9 10
	<b>TOTAL SCORE OUT OF 70:</b>	

**AT STATE PRESENTED ON STAGE:**      **First**      **Second**