

ACTE: Individual/Group Multimedia Applications Rubric

- DIRECTIONS**
- 1. Ask the student/group for the **printed portfolio**. Digital or electronic portfolios are not accepted. Allow no more than 5 minutes for project setup and score the printed portfolio during setup.
 - 2. Confirm that the multimedia project and its text, graphics, audio, video, animation, code, and production assets are student-created. **AI-generated multimedia content or production assets are prohibited.** If suspected or disclosed, pause scoring and refer the entry to ACTE staff.
 - 3. Allow no more than 10 minutes for the project presentation. The student may choose which portion of a larger body of work to show.
 - 4. Judges may ask questions for no more than 5 minutes and are not limited to the topics listed in the rubric.
 - 5. Enter a score for every criterion. Add the /30 portfolio score and /70 project/presentation score for the /100 final score, then initial page 2.

PRINTED PORTFOLIO CHECKLIST			Points
Online Orientation Certificate	0 Certificate is missing.	10 Certificate is printed and placed as page 1 of the portfolio.	
Printed Portfolio	0 No printed portfolio is submitted, or only a digital/electronic portfolio is provided.	10 A complete printed portfolio is submitted at judging. Digital portfolios are not accepted.	
Required Portfolio Sections	0 Required printed portfolio sections are not provided.	10 - Printed portfolio includes these 9 sections: 1. Online Orientation Certificate (first page) 2. Project identification page: student name(s), school, category, level, and region 3. Table of contents 4. Project narrative: purpose, learning, and benefit 5. Software and hardware used 6. Project brief, script/storyboard, site map or flowchart, interface/layout plans, media list, production schedule, or other planning evidence 7. Screenshots/timelines, selected code, editing evidence, usability testing, revisions, and final publication/export evidence 8. Works cited/bibliography and asset/source credits 9. Signed statement that the multimedia project and included production assets are student-created and contain no AI-generated content or assets	
Judges Printed Portfolio Checklist Score			/30

This section is valued at 30 points total.

MULTIMEDIA APPLICATIONS PROJECT & ORAL PRESENTATION RUBRIC

Select the score range that best matches the demonstrated level. Enter one numeric score from 0-10 for each criterion.

PROJECT					Points
Purpose, Audience & Content Structure					
0 No identifiable purpose, audience, or content structure.	1-3 Purpose is unclear; content is incomplete, disorganized, or difficult to follow.	4-6 A basic purpose and audience are evident, but organization, pacing, or depth is uneven.	7-9 Clear purpose for a defined audience with logical structure, effective pacing, and relevant content.	10 Compelling, audience-centered concept with polished structure, purposeful pacing, and exceptional content clarity.	
PROJECT					Points
Multimedia Integration & Visual Communication					
0 No meaningful integration of multimedia elements is evident.	1-3 Text, graphics, audio, video, animation, or interactivity compete or appear disconnected.	4-6 Multiple media elements support the project, but balance, consistency, or transitions are uneven.	7-9 Cohesive integration of media elements strengthens communication and creates a unified experience.	10 Expert integration of text, graphics, audio, video, animation, and/or interactivity creates exceptional impact and unity.	
PROJECT					Points
Navigation, Interaction & User Experience					
0 Project cannot be navigated or used as intended.	1-3 Navigation, controls, links, timing, or instructions are confusing or frequently fail.	4-6 Core navigation and interaction work, but clarity, consistency, accessibility, or feedback is uneven.	7-9 Intuitive navigation, clear controls, useful feedback, and accessible design support the audience.	10 Highly polished, seamless, accessible user experience demonstrates exceptional interaction design and audience awareness.	
PROJECT					Points
Technical Execution & Published Output					
0 Project does not run, play, publish, or cannot be evaluated.	1-3 Major playback, loading, code, format, resolution, audio, or compatibility problems interfere with use.	4-6 Project functions, but noticeable technical issues, incomplete elements, or publication problems remain.	7-9 Reliable performance, clean editing, correct formats, and strong publication quality with only minor issues.	10 Publication-ready project performs seamlessly with professional editing, optimization, compatibility, and technical finish.	
PROJECT					Points
Originality, Purpose & Student Authorship					
0 Purpose or student authorship cannot be established.	1-3 Work shows limited original decision-making; sources or production process are unclear.	4-6 Purpose and student contribution are evident, though creative choices or documentation are basic.	7-9 Original, purposeful work with clear student ownership and well-supported production evidence.	10 Distinctive creative vision, meaningful purpose, and convincing evidence of independent student authorship.	
PRESENTATION					Points
Explanation of Process & Professional Delivery					
0 Does not explain or demonstrate the multimedia production process.	1-3 Explanation is difficult to follow; limited preparation or understanding of the workflow.	4-6 Explains major steps and tools, but detail, organization, or delivery is inconsistent.	7-9 Clearly explains planning, media creation, software, integration, testing, publishing, and revisions professionally.	10 Confident, concise demonstration shows command of the complete multimedia-production workflow.	
QUESTIONS					Points
Knowledge, Problem-Solving & Responses					
0 Does not answer judges' questions.	1-3 Answers are incomplete or show little understanding of media tools, technology, or decisions.	4-6 Answers most questions and describes basic challenges or revisions.	7-9 Provides specific, accurate responses about media production, software, interactivity, testing, sources, and revisions.	10 Insightful responses demonstrate deep multimedia knowledge, reflection, and equal group contribution.	

AI-GENERATED MULTIMEDIA CONTENT PROHIBITED: Entries may not contain generative-AI-created text, graphics, images, audio, video, animation, code, narration, voices, or other production assets. Judges should not independently penalize suspected use; pause scoring and refer the entry to ACTE staff for review.

Judges Printed Portfolio Checklist Score	/30
Multimedia Applications Project & Oral Presentation Score	/70
Total Project Score	/100
Ranking (ACTE Staff Only)	

Judges Initials: _____