Sample Rubric for Immersive Project

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|  | **Excellent (5)** | **Very Good (4)** | **Good (3)** | **Poor (1)** | **Incomplete (1)** |
| **Visual Quality** lighting, composition, editing | *subject(s) or images well-lit and composed, edits add cohesion to narrative* |  | *some effort made for lighting and image quality; edits present but room for improvement* |  | *subject(s) or images unevenly or poorly lit or composed, video choppy and unpolished* |
| **Audio Quality**sound, editing**Required:** Yes No | *audio is very intelligible and adds significantly to the project’s clarity and entertainment value* |  | *audio is intelligible and either adds to project clarity or entertainment* |  | *audio is either missing or unintelligible, detracting from both clarity and entertainment* |
| **Organization** logical flow of information | *experience tells a**story or presents a scene clearly; logical**flow of info* | *experience is presented reasonably well; logical**flow of info* | *experience or information is**somewhat**jumbled* | *experience or information**is very**jumbled* | *experience has no**story/clear scene**or information is missing/misleading* |
| **Effectiveness**leverages technology | *project makes excellent use of immersive affordances, encourages viewer engagement* |  | *project generally leverages immersive affordances and viewer is sometimes led to engage in content*  |  | *project does not take advantage of immersive affordances, leaving viewer un-engaged*  |
| **Content**informative, clear message | *content is**excellent* | *content is**very good* | *content is**good* | *content is**average* | *content is poor or absent* |
| **Length**met time requirement | *video is exactly**the suggested length* |  | *video is < 1**min too short/long* | *video is > 2 min**shorter or longer* | *video is significantly short/longer* |

**Works Cited** Yes No N/A