

Multimedia Rubric Systems

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Welcome!

This interactive rubric system designed to assist educators and students in assessing multimedia projects efficiently, effectively, and fairly. The platform offers tailored rubrics for different types of projects, ensuring comprehensive and nuanced evaluations while walking you through the most important elements of any given project.

About This Tool

This tool was developed to bridge the gap in assessing complex multimedia projects such as podcasts, video essays, and story maps. It provides a structured approach to grading, highlighting criteria that reflect the many creative uses students might find for creating such projects.

Podcasts

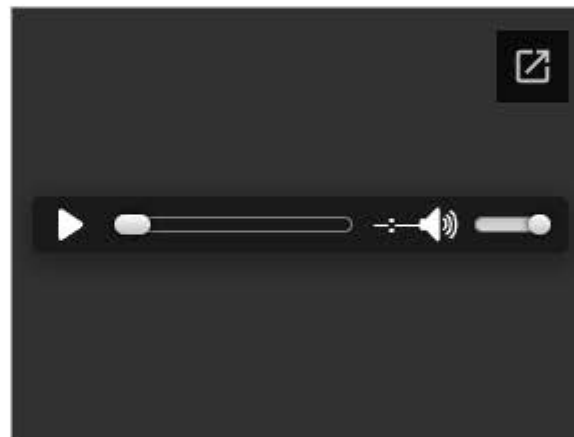
This section will delve into the various elements of creating and analyzing podcasts, taking care to consider a Podcast a unified whole of many individual parts, each in conversation with the others.

Analyzing a Podcast Exercise

Anatomy of a Podcast: Exploring Serial's Opening Minute

This guided exploration delves into the first minute of the popular podcast "Serial" to illustrate how voice, music, and other sound elements are used to engage listeners and function rhetorically. By dissecting these components, we aim to enhance your understanding of podcasting as a nuanced form of storytelling that employs audio elements in sophisticated ways akin to rhetorical strategies in academic writing.

Listen through the first minute of Serial (Season 1, Episode 1, NYT). Reflect on what you are hearing and rigorously describe it. What does it seem to evoke?



As you begin to identify the different elements, try mapping them out. What discrete elements can you hear? How do they interact and what roles do they play in supporting the podcast's argument?

- **Use of Voice:** The narrator introduces the podcast with a calm, clear, and consistent voice. The tone is set deliberately to draw listeners into the narrative and build trust. The narrator provides information and interprets primary source data.
- **Use of Music:** The music carries a lot of meaning here. The simple bouncy piano part seems to evoke murder mystery shows and it sits just beneath the other audio. It's not just background noise; it serves a rhetorical purpose by delineating breaks. We can hear it pause to let Sarah Kanning deliver her most important line before the bass leads us back in. The musical form underscores the argument and highlights important claims.
- **Use of Other Sounds:** Right from the beginning, we hear the sound of a phone call, which is not just a sound effect but a part of the narrative. This use of actual audio clips from the case being discussed functions like a primary source. It introduces the voices of the characters and lends authenticity. The sound's timbre is distinctly set apart from other voices.
- **Interaction of Elements:** The interplay of these elements in "Serial" is crucial. The voice establishes the narrative and carries the weight of authority from its production, the music builds the atmosphere and helps to establish sections, and the sound effects ground the story in reality and work as evidence.

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Podcast Rubric

This rubric provides a framework for evaluating the various technical and creative aspects of podcast production. Click on the category names to read more about each criterion:

Intentionality:



3

Voice (Narration):



3

Music:



3

Additional Sound:



3

Rhetorical Effectiveness:



3

Calculate Total Score

Total Score: 0

Percentage: 0%

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Intentionality

Description:

This category evaluates the degree of intentional decision-making in the recording, editing, and assembly processes. Everything makes meaning and either works for or against the argument. Each decision and detail matters in the technical and creative production of a multimedia project.

Consider aspects like the mix of individual elements and "hierarchy" of sound (which sounds are most clear? Which are obscured and by what?), which play a critical role in how effectively the podcast communicates its messages. Listen especially to the beginnings and ends of phrases. Do they fade clearly from one to another or can you hear pops?

Scoring

Score	Description
5	All elements are purposefully used and enhance the project's effectiveness; editing is seamless and demonstrates high creativity and precision.
4	Most elements are intentionally used with minor exceptions; editing enhances the project's clarity and impact.
3	Elements generally appear intentional, but some lack clear purpose or slightly detract from the overall narrative.
2	Intentionality is sporadic across elements; several aspects do not contribute effectively to the project's goals.
1	Many elements seem random or unintentionally included, causing significant distractions from the project's purpose.

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Use of Voice (Narration)

Description:

This category values the effectiveness of the narrator's voice in conveying information, setting the tone, and engaging the listener. The voice of a podcast narrator possesses a distinctive and unmistakable timbre, but why is that?

Think of your favorite podcast host. What sort of words might you use to describe the *quality* of their voice? Warm? Clear? Dark? These words are all the result of a few technical decisions that grant a measure of *ethos* in your podcast argument (for better or worse).

Scoring

Score	Description
5	The narration is exceptionally clear, engaging, well-recorded, and effectively connects all segments of the podcast.
4	The narration is clear and generally engaging with minor lapses in connection or emotional alignment.
3	Narration is adequate, with noticeable areas for improvement in clarity or emotional engagement.
2	The narration is somewhat unclear or inconsistently engaging, with frequent disconnects and poor recording technique.
1	The narration fails to engage or clearly convey content, with significant disconnection.

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Use of Music

Description:

This category assesses the role of music in enhancing the podcast's atmosphere, supporting the narrative, and maintaining listener engagement. Music is never simply "background" in your podcast. It constantly communicates with and even interrogates your other audio.

Think carefully about what the choice in music is communicating in dialogue with your narration. What might the music be saying both in isolation and as part of the whole?

Scoring

Score	Description
5	Music perfectly enhances the podcast's theme, mood, and narrative flow with seamless transitions.
4	Music is well-chosen and generally supports the podcast's themes with minor issues in transition or disconnect in tone/meaning.
3	Music is appropriate but does not fully enhance the narrative or mood.
2	Music is occasionally misaligned with the podcast's tone or is jarringly transitioned.
1	Music choices are inappropriate or distract significantly from the podcast's content.

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Integration of Other Sounds

Description:

This category evaluates the integration and impact of interviews, sound effects, and other recorded sounds. This category encompasses every other (intentional) sound in your podcast. Often these sounds function much like "primary sources" in your podcast, and they may be the result of field work or archival research.

Think about how these other audio sources interact with the voice and music. What timbrally sets these sounds apart from the others?

Scoring

Score	Description
5	Recorded sounds are highly relevant, clear, and integrated flawlessly with other elements to enhance the narrative.
4	Sounds are relevant and clear with slight issues in integration.
3	Sounds support the narrative but are not integrated smoothly or lack clarity.
2	Some recorded sounds seem out of place or disrupt the flow.
1	Recorded sounds are irrelevant or distract significantly from the narrative.

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Rhetorical Effectiveness

Description:

Assesses how effectively the podcast employs rhetorical strategies to engage and persuade the audience. This category evaluates the overall structure of the podcast, including how different pieces work together to form a compelling argument. It's essential to consider how each element is in conversation with others, contributing to a clear and persuasive narrative.

Consider how the work flows and imagine it like an argument in a familiar academic paper. Does each rhetorical move contribute to proving the thesis?

Scoring

Score	Description
5	Uses rhetorical strategies expertly to engage and persuade, with a compelling and clear argument structure.
4	Effectively uses rhetorical strategies with minor lapses in argument clarity or engagement.
3	Adequate use of rhetoric, but not particularly compelling or persuasive.
2	Rhetorical strategies are poorly executed; argument is weak or unclear.
1	Fails to use rhetorical strategies effectively; argument is disjointed or unpersuasive.