Rubric for Multimedia Prezi™ Presentation

Task Description: Use the Occupational Outlook Handbook to outline the following information for your selected career.
* Definition and duties  
* Work environment  
* Education requirements  
* Pay  
* Job Outlook  
* Similar Occupations  
* Contacts  

Be sure to include a short video clip from Career One Stop:  

<table>
<thead>
<tr>
<th>Criteria</th>
<th>weight</th>
<th>Exemplary</th>
<th>Admirable</th>
<th>Acceptable</th>
<th>Attempted</th>
</tr>
</thead>
</table>
| Research of Topic                | 20%    | □ Use of three or more sources, including at least two Internet and one print source; use of two search engines  
                          □ Variety of domain name suffix (.com, .edu, .net)  
                          □ Factual information is accurate  
                          □ Narrow focus of topic  
                          □ Use of two sources, including, including at least one Internet source; use of one search engine  
                          □ Most information can be confirmed  
                          □ Topic could be more narrowly focused | □ Use of one Internet source  
                          □ Some errors in information  
                          □ Topic somewhat broad | □ Use of one Internet source  
                          □ Some errors in information  
                          □ Topic somewhat broad | □ Use of only one source  
                          □ Numerous errors in information  
                          □ Topic too general |
| Organization (Outline or Storyboard for Planning) | 15%    | □ Logical sequencing  
                          □ Menus and paths are clear  
                          □ Original; inventive; creative  
                          □ Sequentially  
                          □ Menus and paths are mostly clear  
                          □ Original  
                          □ Sequentially planned  
                          □ Menus and paths are sometimes confusing  
                          □ Little originality | □ Somewhat logical sequencing  
                          □ Menus and paths are mostly clear  
                          □ Original | □ Sequencing is poorly planned  
                          □ Menus and paths are sometimes confusing  
                          □ Little originality | □ Sequencing is confusing  
                          □ Menus and paths are confusing  
                          □ Inconsistent  
                          □ Rehash of other people’s ideas |
| Content                          | 20%    | □ Covers topic completely and in depth  
                          □ Content is readily understandable  
                          □ Media used contributes to understanding of topic  
                          □ Covers topic  
                          □ Content is mostly understandable  
                          □ Media used contributes to understanding of topic  
                          □ Covers topic  
                          □ Content is mostly understandable  
                          □ Media used contributes to understanding of topic  
                          □ Barely covers topic  
                          □ Content is somewhat understandable  
                          □ Media used somewhat contributes to understanding of topic | □ Barely covers topic  
                          □ Content is somewhat understandable  
                          □ Media used somewhat contributes to understanding of topic  
                          □ Does not adequately cover topic  
                          □ Content is confusing  
                          □ Media used does not contributing to understanding of topic |

Careers in the Food Industry: Connecting Education and Employment  
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<table>
<thead>
<tr>
<th>Graphic Design</th>
<th>25%</th>
<th>□ Effective combination of multimedia and persuasive design elements</th>
<th>□ Good combination of multimedia and design elements</th>
<th>□ Some use of multimedia and design elements</th>
<th>□ 0-1 media used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>□ Excellent use of navigational tools and buttons</td>
<td>□ Adequate navigational tools and buttons</td>
<td>□ Some buttons and navigational tools work properly</td>
<td>□ Buttons and navigational tools are absent or confusing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>□ Graphics effectively entice audience; accurately convey message</td>
<td>□ Visuals and images are attractive; adequately conveys message</td>
<td>□ Use of visuals and images is limited; message is conveyed</td>
<td>□ Use of visuals and images is confusing or absent; message is confusing</td>
</tr>
<tr>
<td>Mechanics</td>
<td>10%</td>
<td>□ Correct grammar, usage, mechanics, and spelling</td>
<td>□ Few grammar, usage, mechanics, or spelling errors</td>
<td>□ Several grammar, usage, mechanics, or spelling errors</td>
<td>□ Obvious grammar, usage, mechanics, or spelling errors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>□ All sources are correctly cited</td>
<td>□ Most sources are correctly cited</td>
<td>□ Some sources are incorrectly cited</td>
<td>□ Sources are not cited</td>
</tr>
<tr>
<td>Teamwork (optional)</td>
<td>10%</td>
<td>□ Work load is divided and shared equally</td>
<td>□ Some members contribute</td>
<td>□ Few members contribute</td>
<td>□ One or two people do all of the work</td>
</tr>
</tbody>
</table>

Assignment Score ____________  +  Beyonder/Bonus ____________  =  Final Score ____________