

# Interactive & Multimedia Learning Multimedia Learning Challenge Marking Guide

## OVERVIEW

There are three Multimedia Learning Challenges. Each complete challenge project is worth **30%** of your total course mark and is comprised by the following phases:

- Phase 0: Sharing and Helping Discussion (5% – Individual)
  - Phase 1: Understand (Discover, Interpret, Specify) (5% – Team)
  - Phase 2: Plan (Ideate, Sketch, Elaborate) (5% – Team)
  - Phase 3: Prototype (5% – Team)
  - Phase 4: Peer Feedback Discussion (5% – Individual)
  - Phase 5: Reflect and Refine (5% – Team)
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## GENERAL NOTES

### 1. Holistic Evaluation:

Each phase is marked holistically based on the descriptions below. If you believe there's a discrepancy between your mark and the guide, review your work, the requirements, and this guide, then email me with specific concerns.

### 2. Use of AI:

- **Discussion Contributions:** Generative AI (GAI) use is not permitted
  - **Project File Elements:** GAI can be used to refine your work after drafting but you must include an image of a hand-drawn plan/storyboard in phase 2
  - Grammar is not marked specifically, but an appropriate level of effort and quality is expected, including **APA references** for external resources or borrowed ideas.
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### Phase 0: Sharing and Helping Discussion (5% – Individual)

See the '**Discussion Participation Guide**' for details on expectations and marking.

## Phase 1: Understand (Discover, Interpret, Specify) (5% – Team)

**Focus:** Define the challenge, context, audience, and learning outcomes (avoid mentioning multimedia solutions).

- **5 (Exceeds Expectations)**  
Exceptional focus and context, with an outstanding description of audience needs, goals, skills, and resources. POV statement is highly insightful. Learning outcomes are professional and comprehensive. Clear, thoughtful communication and exceptional effort.
- **4 (Fully Meets Expectations)**  
Clear, manageable learning challenge with well-elaborated context. Audience and needs are effectively described. POV statement is clear and effective. Learning objectives and sub-objectives are well-defined. Thoughtful effort evident.
- **3 (Marginally Meets Expectations)**  
Some deficiencies, such as:
  - Challenge is overly simple, unmanageable, or partially defined
  - Audience description is limited
  - POV statement is marginally effective
  - Learning outcomes need refinement
- **2 (Needs Additional Work)**  
Deficiencies such as:
  - Poorly defined challenge
  - Insufficient audience description
  - Off-target POV statement
  - Learning outcomes inadequately described
  - Lack of effort is apparent
  - Refinement is too great – suggesting AI generated
- **1 (Does Not Meet Expectations)**  
Attempted but failed to meet specified requirements.

## Phase 2: Plan (Ideate, Sketch, Elaborate) (5% – Team)

**Focus:** Develop a solution plan, including a hand-drawn storyboard, script and connections to multimedia principles.

- **5 (Exceeds Expectations)**  
Exceptionally focused and relevant topic with a clear, detailed plan. Outstanding storyboard/script with strong hand-drawn graphics and text, and notes for implementation. Extensive application of multimedia, design, and user-experience principles.
- **4 (Fully Meets Expectations)**  
Relevant and focused topic with a good solution plan. Storyboard/script is functional and clear, with authentic hand-drawn graphics and text. Effectively connects to multimedia principles.
- **3 (Marginally Meets Expectations)**  
Deficiencies may include:
  - Adequate but unrefined storyboard/script
  - Storyboard seems to have been created to match the prototype (instead of the other way)
  - Limited connections to multimedia principles
  - Plan lacks clarity or originality
- **2 (Needs Additional Work)**
  - Inadequate storyboard/script
  - Few or no connections to multimedia principles
  - Effort is insufficient
- **1 (Does Not Meet Expectations)**  
Off-target or minimal effort.

### Phase 3: Prototype (5% – Team)

**Focus:** Create and refine (after feedback) a multimedia prototype based on the plan.

- **5 (Exceeds Expectations)**  
Excellent alignment with the plan, fully addressing the challenge. Exceptional application of multimedia, design, and user-experience principles. Mastery of the chosen tool and an outstanding user experience. Solid revisions made after feedback on initial prototype.
- **4 (Fully Meets Expectations)**  
Faithful to the plan and effectively addresses the challenge. Good application of multimedia principles. Competent tool mastery and positive user experience. Some refinement made after feedback.
- **3 (Marginally Meets Expectations)**  
Some alignment with the plan but with notable deficiencies:
  - Limited use of multimedia principles
  - Marginal evidence of effort, tool mastery, or user experience
  - Weak initial prototype or late submission
  - Limited refinement after feedback
- **2 (Needs Additional Work)**
  - Significant deviations from the plan
  - Poor application of multimedia principles
  - Limited tool mastery or poor user experience
- **1 (Does Not Meet Expectations)**  
Off-target or minimal effort

### Phase 4: Peer Feedback Discussion (5% – *Individual*)

See the '**Discussion-Participation-Guide**' for details on expectations and marking.

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### Phase 5: Reflect and Refine (5% – *Group*)

- **5 (Exceeds Expectations)**  
Exceptional reflection on feedback and thoughtful explanations of revisions to the prototype. Insights into strengths, limitations, and potential improvements are outstanding. Individual reflections are constructive and thorough.
- **4 (Fully Meets Expectations)**  
Thoughtful and complete reflection on feedback. Effective revisions descriptions addressing major concerns. Individual reflections are clear and collaborative.
- **3 (Marginally Meets Expectations)**
  - Limited reflection on feedback or incomplete revisions.
  - Individual reflections are brief or lack depth.
- **2 (Needs Additional Work)**
  - Minimal or defensive response to feedback.
  - Few substantive revisions.
  - Limited individual reflections.
- **1 (Does Not Meet Expectations)**  
Insufficient effort.