

**Advanced Multimedia Production
FINAL PRESENTATION EVALUATION**

Name: _____

With 5 being the highest, please rate how well the student....

Described the brand and mission of the chosen platform.

1 2 3 4 5

Identified the target audiences.

1 2 3 4 5

Described why the student's multimedia story fits the platform.

1 2 3 4 5

Identified a need/opportunity based on research of the platform.

1 2 3 4 5

Demonstrated how the student's story will meet the need.

1 2 3 4 5

Made the audience care about the student's story.

1 2 3 4 5

Addressed the audience as representatives of the platform.

1 2 3 4 5

Overall creativity and innovation of presentation:

1 2 3 4 5

Overall production quality of multimedia story:

1 2 3 4 5

Would you sign a contract with the student?

1 2 3 4 5 = yes, sign on spot!

Additional comments: