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DS 490
10/20/14

Capstone Project Rubric

Criteria	Comments	Points
Are all 8 songs completed on time?		/50
Do the art and backstory compliment the music well?		/10
Does the album launch campaign tell a compelling story or helps build unique brand.		/10
Is the marketing research well thorough/ includes important data sources?		/10
Are the cited resources for this project utilized effectively?		/10
Are the preparation steps for album launching clear, including distribution channel that generate income.		/10

Points of Consideration:

Criteria 1:

- Are the songs produced well?
- Do they play all the way through?
- Are the ideas cohesive?

Criteria 2:

- Is the art well done?
- Does it match the theme of the album?
- Is it eye catching?
- Is the story short?
- Does it complement the album well?

Criteria 3:

- Are the intentions illustrated well?
- What will the social media campaign be like?

Criteria 4:

- How does it fit in with the album launch campaign?
- What is the quality of the statistics?

Criteria 5:

(This is based on the work as a whole)

Criteria 6:

- What are some estimated figures of this album's sales?
- Is this album expected to be in demand for a long time?