

Name _____

Class _____

Date _____

Directions: After you have finished your project, determine whether you have completed the criteria listed shown below. Circle the statement that best describes your evaluation of each criterion. Then turn the rubric in to your teacher along with your project.

Chapter 13 Project 1

Calculate Web Site Size

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the essay evaluate factors that must be considered when calculating Web site file size?	The essay effectively evaluates factors that must be considered when calculating Web site file size.	The essay somewhat evaluates factors that must be considered when calculating Web site file size.	The essay ineffectively evaluates factors that must be considered, or does not evaluate factors.	
Does the thesis statement contain key idea?	Thesis statement contains key idea.	Thesis statement not clearly defined.	Thesis statement does not contain key idea.	
Is content organized logically?	All content is organized logically.	Most content is organized logically.	Content is poorly organized.	
Are key points highlighted effectively?	Key points are highlighted very effectively.	Key points are highlighted adequately.	Key points are not highlighted or are highlighted ineffectively.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is overly wordy.	
Does the text use active voice and strong verbs and nouns?	The text uses active voice and strong verbs and nouns throughout.	The text uses active voice and strong verbs and nouns most of the time.	The text frequently uses passive voice and weak verbs and nouns.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	

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Chapter 13 Project 2

Promote a Web Site

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the proposal outline points to help market the site to increase traffic?	Proposal effectively outlines points to help market the site to increase traffic.	Proposal somewhat outlines points to help market the site to increase traffic.	Proposal outlines few points to help market the site, or points are missing.	
Does the proposal identify the different options available to create an organizational Web presence?	Proposal identifies the different options available to create an organizational Web presence.	Proposal somewhat identifies different options available to create an organizational Web presence.	Proposal poorly identifies different options available, or does not include any options.	
Is content organized logically?	All content is organized logically.	Most content is organized logically.	Content is poorly organized.	
Are key points highlighted effectively?	Key points are highlighted very effectively.	Key points are highlighted adequately.	Key points are not highlighted or are highlighted ineffectively.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is overly wordy.	
Does the text use active voice and strong verbs and nouns?	The text uses active voice and strong verbs and nouns throughout.	The text uses active voice and strong verbs and nouns most of the time.	The text frequently uses passive voice and weak verbs and nouns.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	

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Chapter 13 Project 3 Research the Publishing Process

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the thesis statement contain key idea?	Thesis statement contains key idea.	Thesis statement not clearly defined.	Thesis statement does not contain key idea.	
Are three properly-cited quotations included?	Three properly-cited quotations are included.	One or two properly-cited quotations are included.	No quotations are included, or are some are included but not properly cited.	
Does essay contain proper citation of Web sites?	All Web sites are cited.	Some Web sites are cited.	Few or no Web sites are cited.	
Is content organized logically?	All content is organized logically.	Most content is organized logically.	Content is poorly organized.	
Is text appropriate length (three to four pages)?	Text is appropriate length.	Text is somewhat too long or too short.	Text is overly long or overly short.	
Are key points highlighted effectively?	Key points are highlighted very effectively.	Key points are highlighted adequately.	Key points are not highlighted or are highlighted ineffectively.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is overly wordy.	
Are peer suggestions incorporated?	All peer suggestions are incorporated.	Most of the appropriate peer suggestions are incorporated.	Few or none of the appropriate peer suggestions are incorporated.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	