Class

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



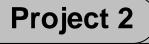
Calculate Web Site Size

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

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Promote a Web Site

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

Class

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Chapter



Research the Publishing Process

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the thesis statement	Thesis statement	Thesis statement not	Thesis statement does not	
contain key idea?	contains key idea.	clearly defined.	contain key idea.	
Are three properly-cited quotations included?	Three properly-cited quotations are	One or two properly-cited quotations are included.	No quotations are included, or are some are included but	
	included.		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.	