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

Project 1

Compare and Contrast Graphic Design and Web Design

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the essay	Essay effectively	Essay compares and	Essay ineffectively	
compare and contrast	compares and	contrasts, to a good	compares and contrasts	
graphic design and	contrasts graphic	extent, graphic design	graphic design and Web	
Web design?	design and Web	and Web design.	design.	
	design.			
Does the thesis	Thesis statement	Thesis statement not	Thesis statement does not	
statement contain key	contains key idea.	clearly defined.	contain key idea.	
idea?				
Does essay include at	Essay includes at	Essay includes a	Essay includes a	
least one quotation	least one quotation	quotation.	quotation that does not	
supporting the thesis?	closely supporting		support the thesis, or a	
	the thesis.		quotation is missing.	
Is text appropriate	Text is appropriate	Text is somewhat too	Text is overly long or	
length (one to two	length.	long or too short.	overly short.	
pages)?				
Is language concise?	Language is	Most of the language is	Language is overly	
	concise.	concise.	wordy.	
Does the text use	The text uses active	The text uses active	The text frequently uses	
active voice and strong	voice and strong	voice and strong verbs	passive voice and weak	
verbs and nouns?	verbs and nouns	and nouns most of the	verbs and nouns.	
	throughout.	time.		
Are grammar,	Grammar,	There are minor	There are major	
punctuation, and	punctuation, and	problems with	problems with grammar,	
spelling correct?	spelling are correct.	grammar, punctuation,	punctuation, and spelling.	
		and spelling.		

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

Project 2

Conduct a Competitive Analysis

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the mission	The mission statement	The mission statement	The mission statement	
statement for the site	effectively includes the	includes the intended	does not include the	
include the intended	intended audience.	audience.	intended audience, or is	
audience?			missing.	
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.	
Are peer suggestions	All peer suggestions are	Most of the appropriate	Few or none of the	
incorporated?	incorporated.	peer suggestions are	appropriate peer	
		incorporated.	suggestions are	
			incorporated.	
Are grammar,	Grammar, punctuation,	There are minor	There are major	
punctuation, and	and spelling are correct.	problems with	problems with	
spelling correct?		grammar, punctuation,	grammar, punctuation,	
		and spelling.	and spelling.	

and Examplify all Male Offer

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.

Class

Chapter	Project 3	Resear	ch Functional	Web Site Design
Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Is the essay in MLA style?	Essay is in MLA style, with no style errors.	Essay is mostly in MLA style.	Essay does not match MLA style.	
Does the thesis statement contain key idea?	Thesis statement contains key idea.	Thesis statement not clearly defined.	Thesis statement does not contain key idea.	
Does essay contain at least three quotations from three different sources?	Essay contains three quotations from three different sources.	Essay contains three quotations, but not from three different sources.	Essay does not contain quotations.	
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 (two to three 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/highlighted ineffectively.	
Are peer suggestions incorporated?	All peer suggestions are incorporated.	Most of the appropriate peer suggestions are incorporated.	Few or none of the suggestions are incorporated.	
Does the text use active voice and strong verbs and nouns?	The text uses active voice and strong verbs and nouns throughout.	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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