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 6 Project 1 — Analyze Text Use

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Are the questions to compare and contrast Web sites designed to elicit the correct information?	Questions are well formed to determine role of text and color in design.	Questions are somewhat logical and should obtain most information.	Questions are not designed well to obtain the correct information.	
Are five Web sites compared and contrasted in the evaluation?	Presentation includes comparison of 5 websites.	Web sites are compared, but comparison could be improved.	Web sites are not compared.	
Is material well organized to include examples that support and illustrate the presentation?	All content is well organized and examples support and illustrate the presentation.	Most content is organized well and few examples are included.	Content is poorly organized and no examples are included.	
Does presentation include conclusions regarding appropriate use of text and typography guidelines?	Uses of text and typography guidelines are well presented.	Presentation includes some discussion on use of text and typography guidelines.	Presentation does not properly discuss use of text or of typography guidelines.	
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.	

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 6 Project 2 — Evaluate Animated Text

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the essay reflect research on two or three Web sites that use animated text as part of their design?	Essay appears to be well researched.	Essay shows that research has been done.	Essay does not reflect any prior research.	
Does essay reflect results from survey of 5 different age groups?	Essay effectively reflects survey results.	Essay reflects survey results.	Survey results not evident in essay.	
Does essay support thesis statement?	Essay supports thesis statement.	Essay supports thesis statement somewhat.	Essay does not support thesis statement.	
Is content organized logically?	All content is organized logically.	Most content is organized logically.	Content is poorly organized.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is not concise.	
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.	

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 **6** Project 3   Design a Poster or Newsletter

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the storyboard for poster or newsletter consider format, target audience, message, and graphics?	Storyboard includes all these items.	Storyboard includes most items.	Few or less items are included in storyboard.	
Does the poster or newsletter incorporate typography guidelines?	Typography guidelines have been carefully followed.	Most guidelines have been followed.	Typography does not follow established guidelines.	
Does the poster or newsletter generate interest? Are text, graphics, and background well integrated?	All elements have been met.	Some elements have been met.	Few or no elements have been met.	
Does essay support the evaluation?	The essay fully supports the evaluation.	The essay somewhat supports the evaluation.	The essay does not support the evaluation.	
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.	