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 7   Project 1   **Compare and Contrast Graphic Design and Web Design**

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the essay compare and contrast graphic design and Web design?	Essay effectively compares and contrasts graphic design and Web design.	Essay compares and contrasts, to a good extent, graphic design and Web design.	Essay ineffectively compares and contrasts graphic design and Web design.	
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 include at least one quotation supporting the thesis?	Essay includes at least one quotation closely supporting the thesis.	Essay includes a quotation.	Essay includes a quotation that does not support the thesis, or a quotation is missing.	
Is text appropriate length (one to two pages)?	Text is appropriate length.	Text is somewhat too long or too short.	Text is overly long or overly short.	
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.	

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 7 Project 2 — Conduct a Competitive Analysis

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the mission statement for the site include the intended audience?	The mission statement effectively includes the intended audience.	The mission statement includes the intended audience.	The mission statement does not include the intended audience, or is missing.	
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.	

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 7 Project 3 — Research 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.	