

## Web Design

	<b>Exemplary 4</b>	<b>Advanced 3</b>	<b>Proficient 2</b>	<b>Developing 1</b>	<b>Not Evident 0</b>
<p><b>Objective</b></p> <p>What was your purpose for creating this project? Does your project clearly meet the Objective(s) you identified? Does the project add value to the classroom, school and/or district?</p>	<ul style="list-style-type: none"> <li>The objective for the project is clearly stated.</li> <li>The project exceeds the intended objective and is an invaluable resource.</li> </ul>	<ul style="list-style-type: none"> <li>The objective for the project is clearly stated.</li> <li>The project clearly meets the intended objective and extends or enhances the classroom, school and/or district.</li> </ul>	<ul style="list-style-type: none"> <li>The objective for the project is stated.</li> <li>The project appears to have met the intended objective and is valuable.</li> </ul>	<ul style="list-style-type: none"> <li>The objective for the project is implied but not stated.</li> <li>The project loosely meets the intended objective.</li> <li>There is no added educational value as a result of this project.</li> </ul>	<ul style="list-style-type: none"> <li>The objective for the project is unclear.</li> <li>The project appears to have no connection with the intended objective.</li> </ul>
<p><b>Content</b></p> <p>Does your presentation stay focused on an information topic? Does it inform the audience about the topic? Are ideas/information presented clearly?</p>	<ul style="list-style-type: none"> <li>Covers topic in depth with details and examples.</li> <li>Subject knowledge is excellent.</li> </ul>	<ul style="list-style-type: none"> <li>Includes essential knowledge about the topic.</li> <li>Subject knowledge appears to be good.</li> </ul>	<ul style="list-style-type: none"> <li>Includes essential knowledge about the topic.</li> <li>Subject knowledge appears to be good with minimal factual errors.</li> </ul>	<ul style="list-style-type: none"> <li>Content is minimal OR there are several factual errors.</li> </ul>	<ul style="list-style-type: none"> <li>Project content &amp; information is in question.</li> <li>Does not inform; does not stay focused on the topic.</li> <li>Content is not presented clearly.</li> </ul>
<p><b>Navigation / Functionality</b></p> <p>Your website should be easy to navigate forwards and backwards, with working hyperlinks. Page size/resolution for horizontal and vertical scrolling enhances the functionality of the site.</p>	<ul style="list-style-type: none"> <li>Navigation is excellent and well organized</li> <li>Hyperlinks are logical to the content with no broken links</li> <li>Functionality shows superior effort with no scrolling</li> </ul>	<ul style="list-style-type: none"> <li>Navigation is good</li> <li>Hyperlinks are prominent but easy to understand with no more than one broken link</li> <li>Functionality requires minimal scrolling</li> </ul>	<ul style="list-style-type: none"> <li>Navigation of the site is cumbersome but functional.</li> <li>Some of the hyperlinks are confusing</li> <li>Functionality requires moderate scrolling, both down and to the sides to see the page</li> </ul>	<ul style="list-style-type: none"> <li>Navigating the site is difficult and in need of better organization.</li> <li>Most hyperlinks are broken or absent and requires excessive clicking of back/forward button</li> <li>Functionality requires excessive scrolling</li> </ul>	<ul style="list-style-type: none"> <li>There is no clear or logical organizational structure to the navigation and functionality of the site</li> </ul>
<p><b>Mechanics</b></p> <p>How is the technical functionality? Did you check your grammar and usage?</p>	<ul style="list-style-type: none"> <li>Exceptional!</li> <li>Technically sound.</li> <li>No errors in spelling, grammar, punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>Technical function is good.</li> <li>No errors in spelling, grammar, punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>No errors in spelling, grammar, punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>Spelling, grammar, punctuation errors are very minor, with little distraction.</li> </ul>	<ul style="list-style-type: none"> <li>Technical function needs improvement.</li> <li>Includes 4+ errors in grammar, spelling and/or punctuation.</li> </ul>
<p><b>Creativity and Design</b></p> <p>Is your project interesting? Did screen design, graphics, backgrounds, transitions enhance the project? Are there interesting special effects? Originality?</p>	<ul style="list-style-type: none"> <li>Product shows a large amount of original thought.</li> <li>Ideas are creative and innovative</li> </ul>	<ul style="list-style-type: none"> <li>Excellent sense of creativity and design.</li> <li>Graphic elements enhance and support the presentation of content.</li> <li>Transitions and special effects aid in delivery of the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Good use of graphics and/or other design elements.</li> <li>Evidence of originality and creativity enhance the content presented.</li> </ul>	<ul style="list-style-type: none"> <li>Uses other people's ideas (giving them credit), but there is little evidence of original thinking.</li> <li>Minimal use of design elements.</li> <li>Lots of text, little use of other elements such as graphics or pictures.</li> <li>Transitions, special effects, etc. do not reinforce or enhance ideas presented.</li> </ul>	<ul style="list-style-type: none"> <li>Use of elements detracts from presentation.</li> <li>Graphics, color schemes, transitions, backgrounds, etc. disrupt flow.</li> <li>Special effects missing or excessive.</li> </ul>
<p><b>Oral Presentation</b></p> <p>Communicate effectively with the audience and the judges? Eye contact, speak clearly and loudly. Enthusiastic and knowledgeable about your topic?</p>	<ul style="list-style-type: none"> <li>Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery.</li> <li>Presentation was well-rehearsed.</li> <li>Voice, eye contact and pacing held the attention of the audience</li> </ul>	<ul style="list-style-type: none"> <li>Delivery was clear.</li> <li>Communication of ideas was good.</li> <li>Voice projection was good.</li> <li>Good eye contact was made.</li> </ul>	<ul style="list-style-type: none"> <li>Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention.</li> <li>Voice projection was adequate with very few mispronounced words, or "um's" and "likes".</li> </ul>	<ul style="list-style-type: none"> <li>Communication of the idea was broken and hard to follow.</li> <li>Voice projection was low with several mispronounced words, or "um's" and "likes".</li> <li>Eye contact was infrequent.</li> <li>Presenter failed to introduce himself/herself and/or the project.</li> </ul>	<ul style="list-style-type: none"> <li>Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction.</li> <li>Communication of the main idea was broken and hard to follow.</li> </ul>
<p><b>Copyright</b></p> <p>Is Copyright law followed? Were all works, including those that were self-authored cited? Were proper permissions granted for the use of copyrighted work?</p>	<ul style="list-style-type: none"> <li>All sources are cited.</li> <li>All documentation is provided. Copyright statements &amp; permissions are included.</li> <li>All legal requirements are met and sources cited.</li> </ul> <p>Note: A score of 4 in this category is required to place.</p>				<ul style="list-style-type: none"> <li>Copyright Law violations are evident.</li> <li>All works, including those that were self-authored were not cited.</li> <li>Permissions for use of music, pictures, or other media were not provided.</li> </ul> <p>Note: A score of 0 in this category prevents the ability to place.</p>