**Designing Your Site**

**Top Internet Retailer Presentation Assignment #1**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** | **15** |  | **8** | **1** |  |  |
|  | **Background** |  | Background does not | Background does not |  | Background does | Background makes it |  |  |
|  |  |  | detract from text or | detract from text or |  | not detract from text | difficult to see text or |  |  |
|  |  |  | other graphics. | other graphics. |  | or other graphics. | competes with other |  |  |
|  |  |  | Choice of | Choice of |  |  | graphics on the |  |  |
|  |  |  | background is | background is |  |  | page. |  |  |
|  |  |  | appropriate for the | consistent. |  |  |  |  |  |
|  |  |  | topic. |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Effectiveness** |  | Project includes all | Project includes |  | Project is missing | Project is lacking |  |  |
|  |  |  | material needed to | most material |  | more than two key | several key |  |  |
|  |  |  | gain a comfortable | needed to gain a |  | elements. | elements and has |  |  |
|  |  |  | understanding of the | comfortable |  |  | inaccuracies. |  |  |
|  |  |  | topic. | understanding of the |  |  |  |  |  |
|  |  |  |  | material but is |  |  |  |  |  |
|  |  |  |  | lacking one or two |  |  |  |  |  |
|  |  |  |  | key elements. |  |  |  |  |  |
|  | **Text - Font** |  | Font formats (e.g., | Font formats have |  | Font formatting has | Font formatting |  |  |
|  | **Choice and** |  | color, bold, italic) | been carefully |  | been carefully | makes it very difficult |  |  |
|  | **Formatting** |  | have been carefully | planned to enhance |  | planned to | to read the material. |  |  |
|  |  | planned to enhance | readability. |  | complement the |  |  |  |
|  |  |  | readability and |  |  | content. It may be a |  |  |  |
|  |  |  | content. |  |  | little difficult to read. |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Sequencing of** |  | Information is | Most information is |  | Some information is | There is no clear |  |  |
|  | **Information** |  | organized in a clear, | organized in a clear, |  | logically sequenced. | plan for the |  |  |
|  |  |  | logical way. | logical way. |  |  | organization of |  |  |
|  |  |  |  |  |  |  | information. |  |  |
|  | **Originality** |  | Presentation shows | Presentation shows |  | Presentation shows | Presentation is a |  |  |
|  |  |  | considerable | some originality and |  | an attempt at | rehash of other |  |  |
|  |  |  | originality and | inventiveness. The |  | originality and | people\'s ideas |  |  |
|  |  |  | inventiveness. The | content and ideas |  | inventiveness on one | and/or graphics and |  |  |
|  |  |  | content and ideas | are presented in an |  | to two slides. | shows very little |  |  |
|  |  |  | are presented in a | interesting way. |  |  | attempt at original |  |  |
|  |  |  | unique and |  |  |  | thought. |  |  |
|  |  |  | interesting way. |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**