

School: _____

Company Name: _____

	1 - 6	7 -13	14 - 20	21 - 25	Score
<u>Essential Components</u> <ul style="list-style-type: none"> Name, company description, order form, and contact info Disclaimer: This Virtual Enterprise online store is for educational purposes only. (2012-2013 – Firm Name) Products and pricing Functionality 	<ul style="list-style-type: none"> Very few of the essential components are provided Lacks disclaimer Components are presented in an unprofessional manner Many links are not functional 	<ul style="list-style-type: none"> Some of the components are provided Includes disclaimer Components are presented in a somewhat professional manner Several links are not functional 	<ul style="list-style-type: none"> Many of the components are provided Includes disclaimer Components are presented in a mostly professional manner Most links are functional 	<ul style="list-style-type: none"> All or most of the components are provided Includes disclaimer Components are presented in a most professional manner All links are functional 	
<u>Organization & Efficiency</u> <ul style="list-style-type: none"> Site navigation Use of markup language Product presentation User-friendly and intuitive Space utilization and layout 	<ul style="list-style-type: none"> Products are not presented in a logical, rational manner Code is straight HTML No apparent organization; website is difficult to navigate Space is not effectively utilized 	<ul style="list-style-type: none"> Products are presented in a somewhat logical, rational manner Poor use of CSS Site is somewhat organized and user-friendly Space is barely effectively utilized 	<ul style="list-style-type: none"> Products are presented in a mostly logical, rational manner Good use of CSS and/or JavaScript Site is mostly organized and user-friendly Space is effectively utilized 	<ul style="list-style-type: none"> Products are presented in a logical, rational manner Excellent markup; clean, orderly use of CSS and/or JavaScript Site is very organized and user-friendly Space is maximized without compromising aesthetics 	
<u>Marketing Effectiveness</u> <ul style="list-style-type: none"> Brand image Appropriate for target audience Logo and company Info Appropriate & consistent fonts Effective use of multimedia & interactive elements (ie. social media, games, polls, videos, etc.) 	<ul style="list-style-type: none"> Brand image is unclear Not appropriate Fonts are distracting and unreadable Optional use of multimedia and interactive elements detract from brand image 	<ul style="list-style-type: none"> Brand image is somewhat clear Somewhat appropriate Fonts lack consistency or appeal If included, multimedia and interactive elements little or no value to brand image 	<ul style="list-style-type: none"> Mostly clear brand image Mostly appropriate Fonts consistent with brand image Optional use of multimedia and interactive elements support the brand image 	<ul style="list-style-type: none"> Clear brand image Appropriate Fonts are appealing and consistent with brand image Multimedia and interactive elements are highly effective marketing tools 	
<u>Presentation & Aesthetics</u> <ul style="list-style-type: none"> Complexity of design & use of graphics Uniqueness Meets industry standard for professional appearance 	<ul style="list-style-type: none"> Design is basic and/or not well executed Images are not retouched and inconsistent w/ message No evidence of originality or new thoughts Website is memorable because of its shortcomings 	<ul style="list-style-type: none"> Design is beyond basic and fairly well executed Images may need correction but are consistent w/ message Little evidence of inventiveness Website is somewhat polished and professional 	<ul style="list-style-type: none"> Website is well designed and the design is well executed Images mostly retouched and consistent w/ message Elements shows some evidence of originality and inventiveness Website is mostly polished and professional 	<ul style="list-style-type: none"> Design is exceptional and very well executed Images retouched and consistent w/ message Elements are fresh original and inventive Website is very polished and professional 	
<u>Content</u> <ul style="list-style-type: none"> Language Mechanics 	<ul style="list-style-type: none"> Unclear and poorly-written language Many grammar and or spelling errors 	<ul style="list-style-type: none"> Language is not well-written but mostly clear Some grammar and or spelling errors 	<ul style="list-style-type: none"> Language is well-written, but may lack clarity Very few grammar and or spelling errors 	<ul style="list-style-type: none"> Language is clear and well-written No grammar and or spelling errors 	

The following disclaimer must appear on all submitted websites:
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