

School: \_\_\_\_\_

Company Name: \_\_\_\_\_

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

**The following disclaimer must appear on all submitted websites:**

*This is an official [Virtual Enterprises International](http://veinternational.org) (link to <http://veinternational.org>) firm website and is for educational purposes only. (2014-2015 – Firm Name)*

**Total**