**Online Niche Marketing**

**Web Site Story Board Assignment #1**

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** | **15** |  | **8** | **1** |  |  |
|  |  |  |  |  |
|  | **Clarity and** |  | Storyboard is easy to | Storyboard is easy to |  | Storyboard is difficult | Storyboard is difficult |  |  |
|  | **Neatness** |  | read and all | read and most |  | to read with rough | to read and one |  |  |
|  |  |  | elements are so | elements are clearly |  | drawings and labels. | cannot tell what goes |  |  |
|  |  |  | clearly written and | written, labeled, or |  |  | where. |  |  |
|  |  |  | labeled. | drawn. |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Use of Time** |  | Used time well | Used time well |  | Used time well, but | Used time poorly in |  |  |
|  |  |  | during each class | during most class |  | required reminders | spite of several |  |  |
|  |  |  | period. | periods. |  | on one or more | reminders to do so. |  |  |
|  |  |  |  |  |  | occasions to do so. |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Spelling and** |  | No spelling or | No spelling or |  | One spelling or | Several spelling |  |  |
|  | **Grammar** |  | grammatical | grammatical |  | grammatical error on | and/or grammatical |  |  |
|  |  |  | mistakes on a | mistakes on a |  | the storyboard. | errors on the |  |  |
|  |  |  | storyboard with lots | storyboard with little |  |  | storyboard. |  |  |
|  |  |  | of text. | text. |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Content** |  | All content is in the | Almost all content is |  | At least half of the | Less than half of the |  |  |
|  |  |  | students\' own words | in the students\' own |  | content is in the | content is in the |  |  |
|  |  |  | and is accurate. | words and is |  | students\' own words | students\' own words |  |  |
|  |  |  |  | accurate. |  | and is accurate. | and/or is accurate. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Required** |  | Storyboard included | Storyboard included |  | Storyboard included | One or more |  |  |
|  | **Elements** |  | all required elements | all required elements |  | all required | required elements |  |  |
|  |  |  | as well as a few | and one additional |  | elements. | were missing from |  |  |
|  |  |  | additional elements. | element. |  |  | the storyboard. |  |  |
|  |  |  |  |  |  |  |  |  |  |

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

**Maximum 100 Points**