

## Blogging Project Setup

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

Score: \_\_\_\_\_

<i>Points</i>	<i>1</i>	<i>2</i>	<i>3</i>
<b>Template</b>			
<b>Background</b> (Is the background appropriate for a business blog??)	Poor choice of background. Looks elementary.	Average choice of background.	Excellent choice of background. Looks professional, not cluttered or distracting.
<b>Colors</b> (Are the color choices appropriate?)	Poor color choice. Hurts my eyes and difficult to read.	Average color choice.	Excellent color choices. Very easy to view & read.
<b>Fonts</b> (Use sans serif fonts for posts and comments. May use serif font for title if sized correctly.)	Poor font choices. Looks blah.	Average font choices.	Excellent font choices and mix.
<b>Graphics</b> (Are graphics sized and cropped appropriately?)	No graphic = 0 Poor choice of graphic or poor size and crop.	Average choice of graphic. Could improve on size and crop.	Excellent choice of graphics. Proper size and crop.
<b>Layout</b> (Is the layout easy to follow? Navigation should be logical.)	Poor layout choices	Average layout. Could improve on navigation	Excellent layout. Navigation is logical and easy to follow.
<b>Gadgets</b>			
<b>Links</b> (Are links to other classmates or groups blog included? Do they work?)	Missing 3 or more groups or 3 or more links do not work.	Missing 1-2 groups or 1-2 links do not work	All groups included, all links work.
<b>Archive List</b> (Set up in monthly format)	No Archive list set up		Archive list set up properly
<b>Contributors</b> (List Authors invited to your blog.)	No Contributors listed.	Missing 1 Contributor	All Contributors listed
<b>FEEDJIT Live traffic map</b> (Include the Live Traffic Map.)	Traffic map not included		Traffic map works properly.
<b>Additional Choices</b> (Include at least one other gadget that is appropriate to a professional architectural blog.)	No additional gadget included	Gadget chosen not really appropriate for blog	Excellent choice of gadget.
<b>Mechanics</b>			
<b>Spelling and Punctuation</b>	More than 3 errors	1-3 errors	No errors
<b>Grammar</b>	More than 3 errors	1-3 errors	No errors
<b>Welcome Message</b> (Include a blog description in the header)	Poor description. Reader will not want to come back again.	Average description. Reader might come back if they are not too busy.	Excellent description. Entices the reader to keep coming back for more.