

**VCI TRADE FAIR
RUBRIC FOR WEBSITE DESIGN COMPETITION**

Name of Company : _____

No	Evaluation Item	Range of Score				Score
		1-6	7-13	14-20	21-25	
1	Essential Components <ul style="list-style-type: none"> • Name, Company Description, and Disclaimer* • Products and Pricing • Order Form • Contact Info • Functionality 	<ul style="list-style-type: none"> ▪ Very few of the essential components are provided. ▪ Components are presented in an unprofessional manner ▪ Many links are not functional. Lacks Disclaimer 	<ul style="list-style-type: none"> ▪ Some of the components are provided. ▪ Components are presented in a somewhat professional manner. ▪ Several links are not functional Includes Disclaimer 	<ul style="list-style-type: none"> ▪ Many of the components are provided. ▪ Components are presented in a mostly professional manner ▪ Most links are functional. ▪ Includes Disclaimer 	<ul style="list-style-type: none"> ▪ All or most of the components are provided. ▪ Components are presented in a most professional manner. ▪ All links are functional. ▪ Includes Disclaimer 	
2	Organization & Efficiency <ul style="list-style-type: none"> • Site Navigation • 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. ▪ 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. ▪ 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. ▪ 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. ▪ Site is very organized and user-friendly. ▪ Space is maximized without compromising aesthetics. 	
3	Marketing Effectiveness <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 	

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4	Presentation & Aesthetics <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. 	
5	Content <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 	
TOTAL						

Judge's Name & Signature _____