

Due Date:

Name:
Date:
Class/Period:
Journalism—Mr. Martin



Blog Design Critique

Purpose: Your website’s design is your first impression with your reader. It must be clear, compelling, and most importantly, drive content towards the reader. After our study of web design, you will design your own blog dedicated to your topic. Your blog must be compelling visually and drive content through organization and key elements (sidebars, menus, tags, etc.).

Directions:

1. Design your blog using a dedicated service (Weebly, Wix, Google Sites, etc.).
2. Present your product in a demonstration of your site, highlighting the following:
 - a. Your chosen topic, how/why it was developed, and how it will be fleshed out and delivered with compelling articles.
 - b. How the color scheme, image choices, and other design elements help to draw in the reader and connect with your chosen topic.
 - c. How your organization (sidebars, menus, tags, etc.) draw your reader to the content.
 - d. How you will utilize this design once you have articles published, how will your design help to attract and keep readers onto your site?

Rubric

	Masterful (4 pts.)	Skillful (3 pts.)	Developing (2 pts.)	Needs Improvement (1 pt.)
Topic Design	Topic is masterfully designed, with author delivering an exact plan for how the content will be delivered to audience with future articles.	Topic is well designed and thought out, but only has baseline plan for how content will be delivered within the topic.	Topic is designed with some thought, but there is no plan for content delivery.	Topic is haphazardly designed with no thought into its content delivery.
Design Elements	Color scheme, image, design elements masterfully bring reader into topic and around the page.	Color scheme, image, design elements skillfully bring reader into topic and around the page.	Color scheme, image, design elements are developing to bring reader into topic and around the page.	Color scheme, image, design elements do not connect with topic and do not make sense to viewer.
Design Organization	Sidebars, menus, tags are incorporated masterfully to drive content to the user and give reader multiple avenues to stay on page.	Sidebars, menus, tags are incorporated skillfully to drive content to the user and give reader multiple avenues to stay on page.	Sidebars, menus, tags are being incorporated to drive content, but are haphazard or ill-thought out.	Sidebars, menus, tags are not incorporated or not at all worthwhile for reader.
Presentation	Presentation engaging, shows expertise on the topic, and takes criticism well as a discussion-format.	Missed one criteria.	Missed two criteria.	Missed three criteria.
Deadline	Presenter ready to present during scheduled time and is completely prepared.			Presenter is not ready to present during scheduled time and/or is not prepared to present.

Total x5:

/100