

## Website - Criteria of Excellence



### Content and Organization - Check All That Apply

- Provides fresh, interesting insights into the subject of the production.
- Shows evidence of planning through all parts of the production.
- The information or story is paced and developed in a way that keeps audience interested and helps them understand the meaning.
- The length and/or level of complexity was appropriate for the target audience.
- Heightens viewer attention and interest. Touches human emotions or feelings.
- Onscreen text is correct (taking into account the producers' grade level and/or learning differences).  No onscreen text.
- The production achieves its stated purpose.
- Citations for resources/material are included.  No outside resources apparent.
- Audio and video elements add to the general effectiveness of the production. If none were included, the production is effective without them.
- The ideas were fully developed and left the audience with a sense of completion.

### Production Quality - Check All That Apply

- Hyperlinks and buttons take you to the expected locations.
- External links are identified and could add to the general effectiveness of the production. Judges will not visit or evaluate external sites.  No external links.
- The graphic elements (images, illustrations, fonts, etc.) support the storyline and do not distract the viewer.
- The layout of pages is consistent in style.
- White space, graphics and/or alignments are used effectively.
- Background music and sound effects balance with speaking voices. Audio elements are appropriate to the content.  No music or sound effects were included.
- Video elements work properly. Video clips are optimized for the delivery method.  No video clips were included.
- Speaking voices are clear and easy to understand. The vocal performers speak clearly, and at an appropriate speed. They are lively and enthusiastic.  No speaking voices.
- The user can move between pages/screens easily, and navigation is clearly marked. The links/buttons/menus/frames are relevant and appropriate. A path to exit or go "home" is evident.
- The color pallet and background are appropriate for the desired mood.
- Audio levels are consistent from scene to scene. There is a minimum of hissing, rushes of air, and extra noises.  No audio was included.