Most important ⇓ Less important	Exceeds Requirements	Fulfills Requirements	Does Not Fulfill Requirements
Argument	The website effectively communicates the thesis and main points of your research project through an integrated use of design, visual, and written components; website is compelling and persuasive	The website communicates the thesis and main points of your research project though it is occasionally confused or overwhelmed; website is engaging	The thesis and main points of the research project are obscured or unable to be understood; the visuals and design clash with the meaning of the argument; the thesis is not clear
Written Adaptation	The blog posts clearly and concisely demonstrate your argument in short, informative pieces; writing is polished and feels complete while contributing to the overall meaning of the website	The blog posts clearly demonstrate your argument but sometimes feel incomplete or tangential to the overall piece; can be confusing but overall advance your project	The blog posts feel completely disconnected or unfinished; the posts either do not work as a whole to communicate your argument or cannot stand alone and feel like one long post
Design and Visuals	The pictures/ video and design used are all related to the topic and communicate a message together that enhances understanding of thesis and main points	The pictures/ video and design are related but some parts are confusing or do not seem to fit the theme; overall message relates to thesis and main points	The pictures/ video and design do not relate to the research topic in any understandable way and are confusing together with no message or theme
Technological Conventions	Project is well done and engaging, with little to no technological issues	Project is well put together with some technological issues but cohesive overall	Project is confusing and hard to follow with multiple technological problems that make understanding difficult or impossible