**Risks and Revenues**

**Web Site Cost Research Document Assignment #3**

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

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|  | CATEGORY |  | **20** |  | **15** |  | **8** |  | **1** |  |
|  | **Required** |  | The document |  | All required elements |  | All but one of the |  | Several required |  |
|  | **Elements** |  | includes all required |  | are included on the |  | required elements is |  | elements were |  |
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|  |  |  | additional |  |  |  | document. |  |  |  |
|  |  |  | information. |  |  |  |  |  |  |  |
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|  | **Content -** |  | At least five accurate |  | Four accurate costs |  | Two to three |  | Less than two |  |
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|  | **Mechanics** |  | Capitalization and |  | There is one error in |  | There are two errors |  | There are more than |  |
|  |  |  | punctuation are |  | capitalization or |  | in capitalization or |  | two errors in |  |
|  |  |  | correct throughout |  | punctuation. |  | punctuation. |  | capitalization or |  |
|  |  |  | the document. |  |  |  |  |  | punctuation. |  |
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|  | **Attractiveness** |  | The document is |  | The document is |  | The document is |  | The document is |  |
|  |  |  | exceptionally |  | attractive in terms of |  | acceptably attractive |  | distractingly messy |  |
|  |  |  | attractive in terms of |  | design, layout, and |  | though it may be a |  | or very poorly |  |
|  |  |  | design, layout, and |  | neatness. |  | bit messy. |  | designed. It is not |  |
|  |  |  | neatness. |  |  |  |  |  | attractive. |  |
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|  | **Content** |  | Student |  | Student |  | Student |  | Student |  |
|  |  |  | demonstrates |  | demonstrates |  | demonstrates less |  | demonstrates little |  |
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**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**