

1/9/12/20 Excellent!

**Microsoft Expression Web Project** - South Philadelphia High School  
 Web Site Evaluation Rubric Mr. Verdin

This rubric will be used to evaluate student work at the end of the project.

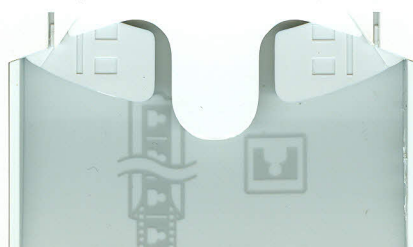
Class Period: 4<sup>th</sup>

Team Members: Bach Tong

Criteria	Beginning 0	Developing 1-2	Accomplished 3-4	Exemplary 5	Score
Creativity and Innovation	No design features or formatting	Basic word formatting	Use of color and layout features to enhance communication	Appearance is professional and appealing	9/12/10
Teamwork	No teamwork evident	Minimal collaboration	Elements demonstrate teamwork	Team effectively uses technology to collaborate and produce a cohesive project	N/A
Organization of information	One page of unorganized information	Several pages of unorganized content	Multiple pages with minimal organization	Multiple pages with content divided by topic	10/10
Web Site Presentation (10 min.)	No presentation	Minimal organization	Purpose and organizational structure of site clearly communicated	Each team member effectively communicates one facet of how the site illustrates product benefits to consumers	N/A

**Grading Scale:**

0	5	10	12	15	16	18	20
F		D	C		B		A



office (800) 777-7777  
fax (877) 666-6666

Home

Discovery

Gallery

## Product Design

*MacBook was first introduced in May 2006, it replaced the iBook and 12" PowerBook series of notebooks as a part of the Apple Intel transition. Part of the MacBook family, the MacBook is aimed at the consumer and education markets.*

Here are some spectacular design of the Macbook:

### Durable unibody enclosure.

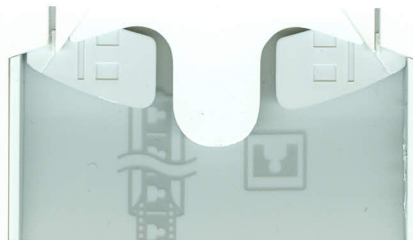
- Thin: 1.08 inch
- Weight: 4.7 pounds
- Screen: 13.3 inches

make a  
flush @  
margin

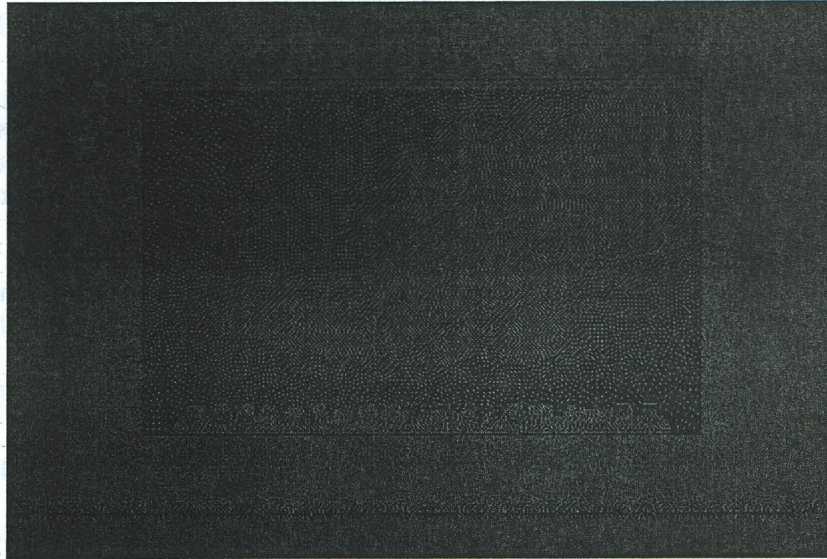
The Macbook is designed with slim body that could fit on any desk. It features a new seamless, more durable unibody enclosure with rounded contours that make it easy to pick up and slide into and out of your bag. Even the bottom of the new MacBook feels different. Covering its entire surface is a nonslip material that keeps your MacBook right where you put it, whether on a desk, table, or airplane tray.

### Quality screen time.

- The Mac has an LED-backlit 13.3-inch glossy widescreen display for an even more spectacular viewing experience. The LED backlighting delivers stunning colors and instant full-screen brightness the moment you open the lid. And its 1280-by-800 pixel resolution offers an outstanding balance of luminous color and easy readability in a perfectly portable size.



*Design*



*Captions?*

### A comfortable keyboard your fingers will love.

MacBook portability doesn't happen at the expense of key features. The keyboard is full size, with keys that are curved to contain your fingers and highly responsive to your touch. Its low-profile design integrates perfectly

into the unibody enclosure, so you'll get a comfortable experience whether you're typing a quick email or writing a lengthy research report. The keyboard also gives you one-touch access to music and video controls and Mac OS X features such as Dashboard and Exposé.

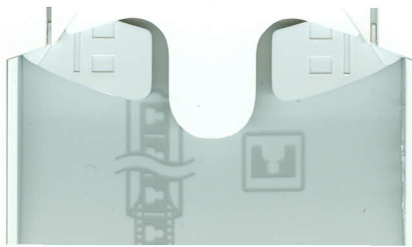
*Verify the appearance of this for a graph.*

### Spacious glass Multi-Touch trackpad.

The new MacBook Multi-Touch trackpad has no button because it is the button. That means there's plenty of room to move your fingers around, and you can click anywhere – left, right, center, and everywhere in between. The trackpad features a silky smooth glass surface that feels great to the fingertips. Use it to perform familiar functions such as right-click or two-finger scroll as well as Multi-Touch gestures: pinch to increase font size in a document, rotate your fingers to reorient photos, swipe to navigate through web pages, and more.

### Easy access to connections and ports.

The connections and ports on MacBook – MagSafe power, Gigabit Ethernet, Mini DisplayPort, USB, and audio in/out – are all smartly integrated on the same side of the notebook. So your cables stay neatly organized, and connecting and disconnecting your devices is easy and convenient.



## Clean, simple interior design.

MacBook is as well designed on the inside as on the outside. Turn it over and you'll notice a seamless, sturdy, single-piece bottom case with no battery compartment. That's because the lithium-polymer battery in the new MacBook is strategically built right into the enclosure. In addition to providing extra overall durability, this integrated design eliminates the space-consuming parts required by a removable battery. This allows more room for a larger-capacity battery that can run up to 7 hours on a single charge<sup>2</sup> – all in an enclosure that is just as thin and even lighter. When you remove the bottom case, you'll discover a clean, simple interior layout that makes it easy to add more memory or a larger hard drive.

## Friendly to the environment.

MacBook is designed to have less impact on the environment than most other computers. It's energy efficient, free of many toxic materials, and made of recyclable materials.

## Features

*This material should appear on a page by itself.*

### Video chat with anyone.

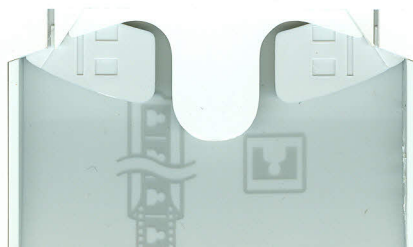
### Built-in iSight camera.

Cleverly integrated – almost hidden – at the top of the MacBook display is an iSight camera that takes photos and shoots video. Use it with the built-in microphone and the included iChat software, so you can be anywhere without actually being there. Video chat with up to three of your friends, share a video with your mom, or give a presentation to a client.<sup>5</sup> Use your iSight with Photo Booth to take quick pictures and add fun photo effects. Or use it with QuickTime X to record a video and share it to iTunes, MobileMe, or YouTube with just a click. Best of all, there's no need to waste valuable priming time installing software or configuring the camera. Like everything Mac, iSight just works, right out of the box.



### Burn CDs and DVDs.

MacBook comes standard with a built-in SuperDrive. What makes it super? You can enjoy your favorite DVD movies and music CDs. You can burn your own CDs or DVDs to back up data or create your own music mixes. Or you can use the included iDVD software to burn Hollywood-style iMovie creations then watch them on a DVD player.



## Ports with possibilities.

With MacBook, you get easy plug-and-play support for your digital devices including your digital camera, printer, external hard drive, mouse, and keyboard – not to mention your iPhone and iPod. Just connect them to one of the handy ports. Want to expand your workspace? Use the new Mini DisplayPort to connect an Apple LED Cinema Display to extend your MacBook desktop. Or connect a projector to show your work on the big screen. MacBook also includes a Gigabit Ethernet port, a headphone jack that doubles as an audio-in port, and a convenient lock slot so you can keep your MacBook secure.

## Wireless that works.

Connect to the Internet at fast speeds anywhere thanks to the built-in AirPort Extreme 802.11n Wi-Fi.<sup>5</sup> Like everything else about a Mac, joining Wi-Fi networks couldn't be simpler. If you've previously connected to a network, your Mac automatically logs you in so you can immediately email, surf the web, or video chat.<sup>6</sup> Have a phone, headset, keyboard, or mouse with Bluetooth wireless technology? They can all connect to your MacBook courtesy of built-in Bluetooth 2.1 + EDR technology – and it remembers all your devices, too.

## Even the power cord is an innovation.

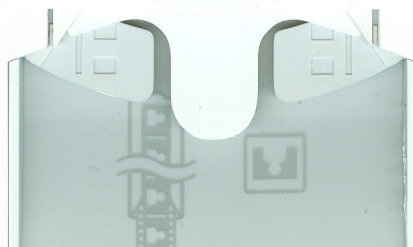
The MagSafe Power Adapter has a magnetic connection instead of a physical one. So if someone happens to trip over the power cord while you're working, they won't send your new MacBook flying off a table or desk. Instead, the cord breaks cleanly away, without damage to either the cord or the system. As a bonus, you can tell if your MacBook is fully charged when the LED on the connector changes from amber to green

## Personal librarian.

Music, photos, and movies – not to mention your documents and other files – start adding up. That's why MacBook offers plenty of storage space. It includes a large 250GB hard drive with options up to a voluminous 500GB, so you can take it all with you.

## Productivity expert.

With a fast 2.26GHz Intel Core 2 Duo processor, MacBook breezes through everyday tasks such as emailing, web browsing, and working with documents, spreadsheets, and presentations in iWork or Microsoft Office for Mac (sold separately). It also provides plenty of horsepower for more processor-intensive activities such as retouching a photo in iPhoto, editing an iMovie project, and composing a new song using GarageBand, so you can



## About Us

make the most of the included iLife suite of applications. It even runs Microsoft Windows at native speeds. Better still, MacBook comes standard with 2GB of memory (with support for up to 4GB), so you can run multiple applications smoothly and efficiently.

### Action hero.

With MacBook, you get an amazing consumer-level graphics experience that's great for popular 3D games like Spore, Call of Duty, and Sims 3. The NVIDIA GeForce 9400M graphics processor provides an outstanding everyday graphics experience with up to a 5x performance boost.<sup>3</sup> Based on an advanced architecture, NVIDIA graphics deliver smooth, responsive gameplay, so you can immerse yourself in game worlds that come to life with rich color, fine detail, and fluid motion — all without sacrificing battery life.

### The longest-lasting MacBook battery ever.

#### Up to 7 hours per charge, up to 1000 recharges.

Now take MacBook with you everywhere without worrying about plugging in or even carrying your power adapter. Its built-in lithium-polymer battery lasts up to 7 hours on a single charge,<sup>1</sup> which makes it perfect for long flights, all-day workshops, and marathon study sessions. Thanks to its advanced battery chemistry and charging technology, the MacBook battery can be recharged up to 1000 times — good for about five years of typical usage — and lasts nearly three times the lifespan of typical notebook batteries.<sup>2</sup> That makes for less waste. And that, in turn, makes for one environmentally friendly battery.

*Buyer's*  
[Home](#) | [About](#) | [Calendar](#) | [Contact](#) | [Employees](#) | [Employment](#) | [FAQ](#) | [Information Links](#)  
[News](#) | [Photo Gallery](#) | [Press](#) | [Products](#) | [Promotions](#) | [Services](#) | [Site Map](#)  
Copyright © 2005 Company Name. All Rights Reserved.

*If these links aren't used, delete them*

