

## Web Site Design: Web Site Design Project Rubric

Teacher Name: **Mary Malinconico**

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

CATEGORY	4	3	2	1
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Color Choices	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.

Compatibility	This Web site has been tested and shown to work on both Macs and PCs and works in relatively current versions of Navigator AND Explorer.	This Web site has been tested and shown to work in relatively current versions of Navigator AND Explorer on a Mac OR a PC.	This Web site has been tested and shown to work on both Macs and PCs but supports only one browser.	This Web site has not been tested OR supports only one browser on one platform.
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.
Contact Information	Every Web page contains a statement of authorship, school name, and date of publication/date last edited.	Almost all Web pages contain a statement of authorship, school name, and date of publication/date last edited.	Most (75-80%) Web pages contain a statement of authorship, school name, and date of publication/date last edited.	Several Web pages do not contain a statement of authorship, school name, and/or date of publication/date last edited.
Links (content)	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Most links point to high quality, up-to-date, credible sites.	Less than 3/4 of the links point to high quality, up-to-date, credible sites.

Copyright	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
Layout	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.

Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
Load Time	The pages typically load very quickly (10 seconds or less) on a 54k modem due to small graphics, good compression of sounds and graphics, and appropriate division of content.	All pages typically load reasonably quickly (10-15 seconds) on a 54k modem due to small graphics, good compression of sounds and graphics, and appropriate division of content.	One Web page typically takes more than 15 seconds to load, but the others load quickly.	Web pages typically take a more than 15 seconds to download due to large graphics, animations, sounds, etc.
Content Accuracy	All information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met.
Interest	The author has made an exceptional attempt to make the content of this Web site interesting to the people for whom it is intended.	The author has tried to make the content of this Web site interesting to the people for whom it is intended.	The author has put lots of information in the Web site but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others).

Learning of Material	The student has an exceptional understanding of the material included in the site and where to find additional information. Can easily answer questions about the content and procedures used to make the web site.	The student has a good understanding of the material included in the site. Can easily answer questions about the content and procedures used to make the web site.	The student has a fair understanding of the material included in the site. Can easily answer most questions about the content and procedures used to make the web site.	Student did not appear to learn much from this project. Cannot answer most questions about the content and the procedures used to make the web site.
Images (accessibility)	All images, especially those that are used for navigation, have an ALT tag that describes the image and its link so people who are visually impaired can use the Web site well.	All images used for navigation have an ALT tag that describes the image and where it links to so people who are visually impaired can use the Web site well.	Most images used for navigation have an ALT tag that describes the image and where it links to so people who are visually impaired can use the Web site well.	The needs of visually impaired Internet users are ignored.
Submission Requirements	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.
Originality	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.