

Website Rubric

	D	C	B	A
Target and Purpose	<p>Site lacks a sense of purpose.</p> <p>No indication that the site was created for a target audience other than teacher-as-grader</p>	<p>Purpose may be somewhat unclear</p> <p>Target audience is identified, and some choices are appropriate for this audience</p>	<p>Site has a clear purpose</p> <p>Major elements of the site are appropriate for the target audience</p>	<p>Very strong understanding of who the site was created for.</p> <p>All elements of the site are engaging and appropriate for the target audience.</p>
Content	<p>Information is inaccurate or contains significant gaps</p> <p>Information comes from few sources</p>	<p>Information is accurate but not always complete</p> <p>Limited research scope</p>	<p>Information offers a comprehensive and accurate picture of the topic</p> <p>Adequate research scope</p>	<p>In-depth research calls on a wide variety of resources</p> <p>Content is fresh, original, insightful</p>
Crediting Sources	<p>No reference of original sources</p> <p>Information is copied without permission</p>	<p>Sources of information are acknowledged</p> <p>Most permissions have been secured</p>	<p>Sources of information are credited in standard formats.</p> <p>All permissions are secured</p>	<p>Sources of information are credited in standard formats.</p> <p>All permissions are secured and organized for future reference</p>
Development of Ideas	<p>May contain many facts, but they are not developed as ideas, themes or connections</p>	<p>Some interpretation of facts</p> <p>Connections with larger contexts are not always clear</p>	<p>Ideas, themes or patterns are developed</p> <p>Makes connections with larger contexts</p>	<p>Ideas and interpretations are insightful</p> <p>Connections with larger contexts are sophisticated creative and comprehensive</p>
Home Page	<p>Home page is missing, or does not function to bring user into the site</p>	<p>Home page is functional</p>	<p>Home page is aesthetically pleasing and gives a clear sense of purpose for the whole site</p>	<p>Home page draws user into the site in a compelling way</p> <p>Home page readily orients users to the site</p>
Layout	<p>Layout of pages is confusing, or cluttered or dull</p> <p>Layout does not reflect ideas and content, but seems arbitrary</p>	<p>Page layout may be 'busy' or unimaginative</p> <p>Unreflective use of a template</p>	<p>Page layout is interesting and appropriate for content</p> <p>Layout is appropriate for the content.</p>	<p>Page layout is creative and effective</p> <p>Layout effects and extends the ideas and content</p>

<p style="text-align: center;">Functionality</p>	<p>User becomes lost in navigating on or between pages</p> <p>Problems with functionality frustrate the user</p>	<p>Navigation structures may be awkward or difficult to use</p> <p>Some elements of functionality may not work as intended, or may not meet the needs of the target audience</p>	<p>Functionality is appropriate for target audience and accomplishes the purpose</p> <p>Simple navigation structures make site quite easy for user</p> <p>Appropriate use of interactivity for the purpose of the site</p>	<p>Functionality intrigues target audience and enhances purpose</p> <p>Simple and powerful navigation structures make navigation feel intuitive</p> <p>All functionality, works properly</p> <p>Creative use of interactivity enhances purpose of the site</p>
<p style="text-align: center;">Organization</p>	<p>Headings or paragraph breaks are not used to create hierarchies or orient reader to text</p>	<p>Headings do not create a consistent hierarchy and/or entice reader to go further into the text</p> <p>Paragraphs may be long or incomplete</p>	<p>Headings and first paragraphs of longer text create appropriate hierarchy</p> <p>First paragraphs of longer text interest reader to go further into the text</p>	<p>Headings create hierarchy and intrigue reader.</p> <p>First paragraphs of longer text intrigue reader s and draw them into the text.</p>
<p style="text-align: center;">Language and Conventions</p> <p style="text-align: center;">Graphic Elements (backgrounds, font, text color, tables, lists, white space, images, etc.)</p>	<p>Errors in grammar and usage interfere with meaning. Many punctuation and spelling errors. Writing style is not effective for the purpose. Site requires extensive editing. Errors in grammar and usage are noticeable, but do not interfere with meaning</p> <p>Poor quality of graphic elements</p> <p>No sense of purpose for the inclusion of graphic elements</p> <p>Little or no evidence of design principles</p>	<p>Some editing for spelling and punctuation is required</p> <p>Writing style is appropriate for the purpose</p> <p>Inconsistent quality of graphic elements.</p> <p>Graphics are used as 'add-on's' rather than as an element of meaning.</p> <p>Some awareness of graphic design principles is evident</p>	<p>Few errors in grammar, usage, spelling or punctuation give clear evidence of careful editing</p> <p>Writing style is interesting and effective</p> <p>Graphic elements are good quality</p> <p>Graphic elements contribute to meaning</p> <p>Graphic design principles are followed</p>	<p>Site has been fully edited to be free of errors in grammar, usage and mechanics</p> <p>Writing style is deeply engaging</p> <p>Creative design causes backgrounds and other formatting elements to work exceptionally well together</p> <p>Graphic elements are used in imaginative and effective ways</p>