

Website Rubric

	Keep Working	Getting There	Got It	In The Flow
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>

Functionality	<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>
Organization	<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>
Language and Conventions	<p>Errors in grammar and usage interfere with meaning</p> <p>Many punctuation and spelling errors</p> <p>Writing style is not effective for the purpose</p> <p>Site requires extensive editing</p> <p>Errors in grammar and usage are noticeable, but do not interfere with meaning</p>	<p>Some editing for spelling and punctuation is required</p> <p>Writing style is appropriate for the purpose</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>Site has been fully edited to be free of errors in grammar, usage and mechanics</p> <p>Writing style is deeply engaging</p>

<p>Graphic Elements (backgrounds, font, text color, tables, lists, white space, images, etc.)</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>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>Graphic elements are good quality</p> <p>Graphic elements contribute to meaning</p> <p>Graphic design principles are followed</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>
<p>Integration of multimedia elements (sound clips, images, frames, hyperlinks, image maps, etc)</p>	<p>Draws on a limited number of multimedia elements</p> <p>Multimedia elements do not develop the topic</p>	<p>Multimedia elements are often decorative, or are confusing</p> <p>Too many multimedia elements, or failure to compress causes slow download times</p>	<p>Multimedia elements support and develop content</p> <p>Downloading is acceptably fast</p>	<p>Multimedia elements are an integral part of content</p> <p>Multimedia elements are used in a highly creative way.</p>