

Name: _____

Total Score: _____

Course, Year, Section: _____

Date: _____

Website Design Rubric

2 points	4 points	6 points	8 - 10 points	Score
Simplicity				
web page is too busy people reading it cannot find what they want quickly. excessive use of graphic elements	web page is somewhat busy people reading it will have difficulty finding what they want quickly. excessive use of graphic elements.	content is simple and to the point. appealing graphic elements are included appropriately. differences in type size and/or color are used well.	content is simple and to the point. design is easy to understand in many ways	
Consistency				
background, text format, and color usage are randomly chosen pages seem unrelated	background, text format, and color usage are randomly chosen with few consistent elements throughout	background, text format, and color usage are somewhat consistent with little inappropriate variation.	background, text format, and color usage are carefully chosen to produce a consistent screen layout for all your pages.	
Color Schemes				
little thought went into the choice of colors. choice of colors and combinations are negative	little though went into the choice of colors. colors do not match the character of the site	color is used somewhat appropriately to produce an atmosphere that expresses the character of the Web site.	color is appropriately used to produce an atmosphere that expresses the character of the Web site.	
Audience				
tone of language not appropriate use of graphics and/ or colors is not appropriate for audience	audience is not defined or poorly defined through confusing use of tone and language structure	tone of language is mostly appropriate use of graphics and colors is mostly appropriate for audience.	tone of language appropriate for audience use of graphics and colors is appropriate for audience. audience is well defined.	
Structure/ Navigation/Format				
content is confusing and difficult to follow. site is difficult to navigate. not intuitive. large images that take long to load.	content is somewhat confusing and difficult to follow. site is somewhat difficult to navigate. too much textual information.	content is presented in a clear manner that is easy to follow navigation is difficult not intuitive.	content is presented in a clear manner that is easy to follow. readers can get around your website with ease. there are no blind links.	