

Website Rubric

| Website Requirements | One Points Incomplete (effort) | 2 points Unsatisfactory | Three for points Minimally Competent | 4 points Competent | Five points Highly Competent | Max. Score |
|---|---|--|---|--|---|---------------|
| Content | | | | | | |
| Content is the information presented in your site. You should have relevant content for each of the pages, home page, contact us page, product page and contact us page, | Information is incomplete or not correct. The Web page does not have a clear purpose or central theme. | Web page is too busy and people reading it cannot find what they want quickly. Excessive use of graphic elements. Little or no content | Web page is somewhat busy and people reading it will have difficulty finding what they want quickly. Excessive use of graphic elements. Limited content. | The content has accurate and useful information. The theme or main idea of the Web page is clear and related to the purpose or theme of the project. | The content is exemplary of all the elements required in the assignment. Demonstrates an above average ability. | 5 |
| Layout/design | | | | | | |
| The elements in the design must be unified to produce a coherent whole. Such coherence ensures that your design will become visually apparent to the readers after their exploration. | Layout has no structure or organization. The web site has a cluttered look and is confusing. It is often difficult to locate important elements. | Text broken into paragraphs and/or sections The web site has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. | Uses headings; sections labeled; some formatting. The web site has an attractive and usable layout. It is easy to locate all important elements. | Organized and consistent; good formatting. The web site has an attractive and usable layout. It is easy to locate all important elements. | Appearance of the page looks professional. 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. | 5 |
| Required Elements | | | | | | |
| External links, 4 required pages, two types of font, are all included. | Home page present | 1 page with TITLE, heading. | 2 pages (or 1page with links to other resources). | 3 pages with clear order, labeling and navigation is clear; links work | 3–5 pages with clear order; labeling and navigation is clear; links work. Used storyboarding. | 5 |

Adapted from: Team Web Page Rubric.

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|---|---------------------------|---|--|--|--|---|
| Coding validation These are errors in the HTML, CSS or JavaScript code | More than 5 coding errors | 4-5 ERRORS | 2-3 coding errors | 1-2 coding errors | No coding errors | 5 |
| Navigation | Links not working | Some links do not take the reader to the sites/pages described. A user typically feels lost. | links for navigation take the reader where expected, but some needed links seem to be missing. A user sometimes gets lost. | Links for navigation are clearly labeled, allow the reader to easily move from page to page and internal links take the reader where he expects to go. A user rarely becomes lost. | Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages and take reader where he expects to go. A user does not become lost. | 5 |
| Graphics | No graphics | Graphics are poor design, unoriginal or borrowed work that need major enhancements such as red eye, improved cropping, etc. | Graphics are of fair design, unoriginal, with elements that need enhancing such as red eye, etc. | Graphics are related to the theme or purpose of the site, are of good quality and enhance reader interest or understanding. Static images | Graphics are related to the theme or purpose of the site, are of high quality and enhance reader interest or understanding. Having a slideshow | 5 |
| Maximum Score | /30 | | | | | |