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	[PART 2 RUBRIC – SI	KELETON OUTLINE			
	LEVELS OF ACHIEVEMENT					
Criteria	EXCELLENT	GOOD	DEVELOPING	POOR	Feedback	
	Sc					
GENERAL:	8-10	7-6	5	0-4		
Language	Language usage,	Language	Language	Language usage,		
usage,	referencing, and	usage,	usage,	referencing, and		
referencing,	editing of the	referencing, and	referencing, and	document editing		
and editing of	document are	editing of the	editing of the	are poor or		
the document	excellent.	document are	document are	completely		
		good.	satisfactory.	unsatisfactory.		
Revised:	8-10	5-7	4	0-3		
Description of	An excellent	A good	A slightly vague	A very unclear		
website	description that	description that	description of	description of the		
functionality	clearly describes	adequately	the website's	functionality		
	the website's	describes the	functionality is	offered by the		
	functionality is	website's	included.	website, or the		
	included.	functionality is		description is		
	meladed.	included.		missing.		
Revised:	8-10	6- 7	5	0-4		
Usability	An excellent	A good	Some details	The description		
goals	description of	description of	regarding how	regarding how		
goals	how usability	how usability	usability goals	usability goals will		
	goals will be	goals will be	will be	be implemented		
	_	_	implemented in	in the website's		
	implemented in the website's	implemented in the website's				
			the website's	design is not		
	design is	design is	design are	included or is		
	included and is	included and is	included and	completely		
	supported by	supported by	supported by	unsatisfactory		
	prototype	prototype	prototype	and/or is not		
	screenshots.	screenshots.	screenshots.	supported by		
				screenshots of the		
			_	prototype.		
Revised:	8-10	6-7	5	0-4		
Desirable	An excellent	A good	Some details	The description		
aspects of	description of	description of	regarding how	regarding how		
user	how desirable	how desirable	desirable	desirable aspects		
experience	aspects of user	aspects of user	aspects of user	of user experience		
	experience will	experience will	experience will	will be		
	be implemented	be	be	implemented in		
	in the website's	implemented in	implemented in	the website's		
	design is	the website's	the website's	design is not		
	included and is	design is	design are	included or is		
	supported by	included and is	included and	completely		
	screenshots of	supported by	supported by	unsatisfactory		
	the prototype.	screenshots of	prototype	and/or not		
		the prototype.	screenshots.	supported by the		
				prototype's		
				screenshots.		
				33,00,13,13,0		

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Revised:	8-10	6-7	5	0-4
Design	An excellent	A good	Some details	The description
principles	description of	description of	regarding how	regarding how
	how design	how design	design	design principles
	principles will be	principles will	principles will	will be
	implemented in	be	be	implemented in
	the website's	implemented in	implemented in	the website's
	design is	the website's	the website's	design is not
	included and	design is	design are	included or is
	supported by	included and	included and	completely
	prototype	supported by	supported by	unsatisfactory
	screenshots.	prototype	prototype	and/or is not
	Sercensilots.	screenshots.	screenshots.	supported by
		screensnots.	screensnots.	screenshots of the
				prototype.
Revised:	8-10	6-7	5	0-4
Interaction	An excellent	A good	Some details	
		_		The description
types	description of how interaction	description of how interaction	regarding how interaction	regarding how
				interaction types
	types will be	types will be	types will be	will be
	implemented in	implemented in	implemented in	implemented in
	the website's	the website's	the website's	the website's
	design is	design is	design are	design is not
	included and is	included and is	included and	included or is
	supported by	supported by	supported by	completely
	prototype	prototype screenshots.	prototype	unsatisfactory
	screenshots.	screenshots.	screenshots.	and/or is not
				supported by
				screenshots of the
	The state of the s	1		n ratations
Davids and	0.10	6.7	-	prototype.
Revised:	8-10	6-7	5	0-4
Social	An excellent	A good	Some details	0-4 The description
	An excellent description of	A good description of	Some details regarding how	0-4 The description regarding how
Social	An excellent description of how social	A good description of how social	Some details regarding how social	0-4 The description regarding how social interactions
Social	An excellent description of how social interactions will	A good description of how social interactions will	Some details regarding how social interactions will	0-4 The description regarding how social interactions will be
Social	An excellent description of how social interactions will be implemented	A good description of how social interactions will be	Some details regarding how social interactions will be	0-4 The description regarding how social interactions will be implemented in
Social	An excellent description of how social interactions will be implemented in the website's	A good description of how social interactions will be implemented in	Some details regarding how social interactions will be implemented in	O-4 The description regarding how social interactions will be implemented in the website's
Social	An excellent description of how social interactions will be implemented in the website's design is	A good description of how social interactions will be implemented in the website's	Some details regarding how social interactions will be implemented in the website's	O-4 The description regarding how social interactions will be implemented in the website's design is not
Social	An excellent description of how social interactions will be implemented in the website's design is included and is	A good description of how social interactions will be implemented in the website's design is	Some details regarding how social interactions will be implemented in the website's design are	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is
Social	An excellent description of how social interactions will be implemented in the website's design is included and is supported by	A good description of how social interactions will be implemented in the website's design is included and is	Some details regarding how social interactions will be implemented in the website's design are included and	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is completely
Social	An excellent description of how social interactions will be implemented in the website's design is included and is supported by prototype	A good description of how social interactions will be implemented in the website's design is	Some details regarding how social interactions will be implemented in the website's design are included and supported by	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory
Social	An excellent description of how social interactions will be implemented in the website's design is included and is supported by	A good description of how social interactions will be implemented in the website's design is included and is supported by prototype	Some details regarding how social interactions will be implemented in the website's design are included and supported by prototype	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory and/or is not
Social	An excellent description of how social interactions will be implemented in the website's design is included and is supported by prototype	A good description of how social interactions will be implemented in the website's design is included and is supported by	Some details regarding how social interactions will be implemented in the website's design are included and supported by	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory and/or is not supported by
Social	An excellent description of how social interactions will be implemented in the website's design is included and is supported by prototype	A good description of how social interactions will be implemented in the website's design is included and is supported by prototype	Some details regarding how social interactions will be implemented in the website's design are included and supported by prototype	O-4 The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory and/or is not

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Revised:	8-10	6-7	5	0-4	
Emotional	An excellent	A good	Some details	The description	
interaction	description of	description of	regarding how	regarding how	
	how emotional	how emotional	emotional	emotional	
	interactions will	interactions will	interactions will	interactions will	
	be implemented	be	be	be implemented	
	in the website's	implemented in	implemented in	in the website's	
	design is	the website's	the website's	design is not	
	included and	design is	design are	included or is	
	supported by	included and is	included and	completely	
	the prototype's	supported by	supported by	unsatisfactory	
	screenshots.	prototype	prototype	and/or is not	
		screenshots.	screenshots.	supported by	
				screenshots of the	
				prototype.	
Revised: Web	8-10	6-7	5	0-4	
Content	An excellent	A good	Some details	The description	
Accessibility	description of	description of	regarding how	regarding how	
and	how WCAG will	how WCAG will	WCAG will be	WCAG will be	
Guidelines	be implemented	be	implemented in	implemented in	
(WCAG) 2.0	in the website's	implemented in	the website's	the website's	
	design is	the website's	design are	design is not	
	included and is	design is	included and	included or is	
	supported by	included and is	supported by	completely	
	prototype	supported by	prototype	unsatisfactory	
	screenshots.	prototype	screenshots.	and/or is not	
		screenshots.		supported by	
				screenshots of the	
				prototype.	
Prototype	8-10	6-7	5	0-4	
	An excellent	A good	An average to	No, or a	
	prototype	prototype	below-average	completely	
	representing the	representing	prototype	unsatisfactory	
	functionality of	the	representing	prototype has	
	the system has	functionality of	the system's	been developed.	
	been developed.	the system has	functionality		
		been	has been		
		developed.	developed.		
PART 2 TOTAL					/100