

Project 1 Rubric

Component	Excellent Evidence	Strong Evidence	Adequate Evidence	Minimal Evidence	No Evidence
Overall styling	All pages have a consistent look and feel that projects a positive professional image; <i>all</i> pages are appropriately named and their layout is consistent and <i>easy</i> to navigate; <i>all</i> pages contain appropriate information for the audience	All pages have a consistent look and feel and <i>most</i> pages project a positive professional image; <i>all</i> pages are appropriately named and their layout is consistent and <i>easy</i> to navigate; <i>some</i> pages contain information that should be placed elsewhere	Most pages have a consistent look and feel and project a positive professional image; <i>most</i> pages are appropriately named and their layout is consistent and <i>easy</i> to navigate; <i>some</i> pages contain information that should be placed elsewhere	Some pages have a consistent look and feel that projects a positive professional image; <i>some</i> pages are appropriately named but the layout is <i>more difficult</i> to navigate; <i>some</i> pages contain information that should be placed elsewhere	Pages are <i>inconsistently styled</i> and do not project a positive professional image; pages are <i>not</i> appropriately named or have a consistent layout making them <i>difficult</i> to navigate; pages contain <i>inappropriate</i> information for the audience
Landing page impression	Projects a <i>positive</i> professional first impression <i>appropriate</i> for the audience; <i>clearly engages</i> audience to explore more; does not include information that should be on other pages; hosted on people.tamu.edu	Projects a <i>positive</i> professional first impression <i>appropriate</i> for the audience; <i>moderately engages</i> audience to explore more; may include <i>little</i> information that should be on other pages; hosted on people.tamu.edu	Projects a <i>mostly positive</i> professional first impression <i>appropriate</i> for the audience; <i>somewhat engages</i> audience to explore more; includes <i>some</i> information that should be on other pages; hosted on people.tamu.edu	Projects a <i>neutral or negative</i> professional first impression and is <i>inappropriate</i> for the audience or <i>not</i> hosted on people.tamu.edu	No landing page provided

Personal presence and about me page	Includes interesting information appropriate for the audience; <i>clearly shows</i> individual personality and ability to fit on a team/in a corporate culture	Includes interesting information appropriate for the audience; <i>shows some</i> individual personality and ability to fit on a team/in a corporate culture	Includes <i>some</i> interesting information appropriate for the audience; <i>shows little</i> individual personality and ability to fit on a team/in a corporate culture	Includes <i>little</i> interesting information appropriate for the audience; <i>does not show</i> individual personality and ability to fit on a team/in a corporate culture	No about me page provided
Portfolio, qualifications, and service pages	<i>All</i> pages contain sufficient content <i>appropriate</i> for the audience; <i>no</i> pages contain information that should be on other pages	<i>All</i> pages contain sufficient content <i>mostly appropriate</i> for the audience; <i>some</i> pages contain information that should be on other pages	<i>Some</i> pages contain insufficient or inappropriate content; <i>some</i> pages contain information that should be on other pages	<i>1 page</i> not provided or significantly lacking in content	<i>Multiple pages</i> not provided or significantly lacking in content
Written description	Description is 300 words or more, relevant, and written at an <i>appropriate</i> level of detail and interest for the audience; text shows <i>correct</i> grammar; style is <i>appropriate</i> for the audience	Description is 300 words or more, relevant, and written at a <i>mostly appropriate</i> level of detail and interest for the audience; text contains <i>some</i> grammar issues; style is <i>mostly appropriate</i> for the audience	Description is <i>less than 300 words</i> , <i>somewhat</i> relevant, but written at an <i>inappropriate</i> level of detail and interest for the audience; text contains <i>some</i> grammar issues; style is <i>somewhat appropriate</i> for the audience	Description is <i>significantly less than 300 words</i> , <i>lacks</i> in relevancy, and written at an <i>inappropriate</i> level of detail and interest for the audience; text contains <i>many</i> grammar issues; style is <i>inappropriate</i> for the audience	No description provided
Navigation	<i>All</i> pages contain	<i>All</i> pages contain	<i>Most</i> pages contain	<i>Some</i> pages contain	No page navigation

	consistent navigation elements to move between pages; <i>all</i> pages contain navigation elements within a page when appropriate	consistent navigation elements to move between pages; <i>some</i> pages lacking navigation elements for moving within when needed	navigation elements to move between pages but may lack consistency; <i>some</i> pages lacking navigation elements for moving within when needed	navigation elements to move between pages but lack consistency; <i>all</i> pages lacking navigation elements for moving within when needed	provided beyond the browser's back button
Relevant links	Pages collectively contain <i>at least 10 relevant</i> links; <i>all</i> links are appropriately placed throughout	Pages collectively contain <i>at least 9 relevant</i> links; <i>most</i> links are appropriately placed throughout	Pages collectively contain <i>at least 7 relevant</i> links; <i>most</i> links are appropriately placed throughout	Pages collectively contain <i>at least 5 relevant</i> links; <i>some</i> links are appropriately placed throughout	Pages collectively contain <i>less than 5 relevant</i> links; links are not appropriately placed throughout
Secret page	Placeholder page <i>provided</i> and shows <i>professional</i> message; page is <i>not linked</i> to other pages	Placeholder page <i>provided</i> but shows <i>semi-professional</i> message; page is <i>not linked</i> to other pages	Placeholder page <i>provided</i> but shows <i>unprofessional</i> message; page is <i>not linked</i> to other pages	Placeholder page <i>provided</i> but <i>linked</i> to other pages	Placeholder page is <i>not provided</i>
GitHub usage	GitHub link provided and accessible; commit frequency and messages show <i>appropriate</i> use of revision control	GitHub link provided and accessible; commit frequency and messages show <i>semi-appropriate</i> use of revision control	GitHub link provided and accessible; commit frequency and messages show <i>minimal</i> use of revision control	GitHub link provided and accessible; commit frequency and messages show <i>inappropriate</i> use of revision control	GitHub link not provided or accessible