Web Standards Project
WDD 354-O/L

Rubric - Prototype (14%)

WSP

Student Name: _____   **Total Score:** _____

CATEGORY	EXEMPLARY (full points)	ACCOMPLISHED COMPETENCY	DEVELOPING COMPETENCY	FAILURE TO MEET COMPETENCY	POINTS / COMMENTS
Requirements (40 points)	Fully formed inclusions of the following areas have been researched and presented: 1. Well-crafted titles & \<meta\> descriptions 2. Six (6) pages, each with abundant content 3. Each page has supporting imagery, media and/or visual data 4. Proper implementation of indicated framework (40)	All but **one** of the Requirements were present (30)	All but **two** of the Requirements were present (20)	**Three** or more of the Requirements were not present (0)	
Markup & CSS (30 points)	1. Coding is logical and supports the site's IA / hierarchy 2. HTML coding structure is semantically correct; each element used provides structure and support for the hierarchy of the content they surround 3. Code (both HTML and CSS) is formatted properly, using indents and comments where applicable 4. Individual page/stylesheet encoding, naming and hyperlinking is correct 5. Usage of coding best practices, e.g. HTML5, CSS3 & DRY (30)	All but **one** of the Development aspects has been met (20)	All but **two** of the Development aspects has been met (10)	**Three** or more of the Development aspects have not been met (0)	
Overall Execution (30 points)	1. Content is engaging, plentiful, and laced with keywords 2. There are no incomplete, filler or blank content areas 3. Images are good quality and sized appropriately 4. Activity was developed and delivered completely, polished, and professionally 5. Content is free of grammatical and spelling errors (30)	All but **one** of the Execution aspects has been met (20)	All but **two** of the Execution aspects has been met (10)	**Three** or more of the Execution aspects have not been met (0)	