

Grading Criterion	Exemplary (4)	Proficient (3)	Apprentice(2)	Novice1(1)	Total Points
<b>Number of Pages</b>	more than 4 pages	4 pages	3 pages	fewer than 3 pages	4
<b>HTML and Page Content</b>	Project has at least 5 unique pages with relevant content, logos, and at least 10 relevant images.	Project has at least 4 unique pages with relevant content, 1 logo, and at least 7 relevant images.	Project has at least 2-3 unique pages with relevant content and at least 3 relevant images.	Project only has 1 page or if the pages look too much like the original template.	4
<b>Navigation</b>	navigation scheme obvious, appropriate, and consistent from page to page "breadcrumbs" used	navigation scheme consistent from page to page	navigation scheme inconsistent from page to page	what navigation scheme?	8
<b>HTML tags</b>	1. <title> present 2. at least two heading levels used 3. <hr> used correctly 4. all links work. 5. at least one link to an external website 6. ordered and unordered list included 7. e-mail link included and working	at least 6 of the 7 items in the "exemplary" box present	at least 4 of the 7 items in the "exemplary" box present	fewer than 3 of the 7 items in the "exemplary" box present	12
<b>Tables</b>	table used as structure for entire page  at least one table included in body of page	at least one table included in body of page	one table included in body of page, but with errors	tables? what are tables?	12
<b>CSS</b>	external style sheet used and linked correctly	internal style sheet used	internal style sheet used but with errors or inconsistencies	what style sheet?	12

<b>CSS and Page Styling</b>	Project includes at least 5 unique style features that are used on all pages.	Project includes at least 4 unique style features that are used on all pages.	Project includes at least 2-3 unique style features that are used on all pages.	Project has no unique styling other than the style from the original template.	8
<b>Images</b>	at least one image used as link  images sized correctly  "width" and "height" values included  "alt" attribute used	images sized correctly  "width" and "height" values included  "alt" attribute used	width and "height" values included  "alt" attribute used	what images?	12
<b>Overall Presentation</b>	exemplary site  obvious care was taken to present a coherent, pleasing, informative site	very good site  care was taken to present a pleasing site	good site but with inconsistencies in style and appearance	very little demonstration of planning or coherence	8
<b>Page Divisions</b>	use of page division to create at least three the columns with colors	use of page division to create at least three the columns	incorrect use of page divisions	no page divisions	4
<b>Graphics</b>	Photos, icons, and clip art are used creatively and follow a theme.	Photos, icons, and clip art are appropriate, of high quality	Photos are blurry or fuzzy; icons and clip art do not "fit" with the topic.	There are no photos, icons or clip art or they are inappropriate or of low quality.	6
<b>Hyperlinks</b>	All Hyperlinks work	Majority of Hyperlinks work	Majority of Hyperlinks broken	No Hyperlinks	6

<b>Creativity</b>	Was extremely clever and presented with originality. Excellent layout/design work incorporating all required attributes, great variety of appropriate graphics that enhanced the pages.	Was well done and interesting to the audience; added a few original touches to enhance the project; used a good variety of appropriate graphics.	Was clever at times; incorporated most of the attributes; used a limited variety of appropriate graphics.	Minimal effort. Poor layout/design. Did not incorporate required attributes, graphics, did not resize pictures, inappropriate graphics.	4
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