

## CMS Project: Part 1 Grading Rubric

CMS Project: Part 1 develops an e-commerce website in which a content management system will be developed (CMS Project: Part 2). CMS Project: Part 1 is due by 11:59 p.m. (ET) on Monday of Module/Week 4.

Criteria	Levels of Achievement			
	Advanced	Proficient	Developing	Not present
<b>Content: Biblical Worldview</b> ▼	<b>9 to 10 points</b> Student makes a strong attempt to integrate a biblical worldview into his/her website solution. Two or more complete paragraphs or pages exhibit a clear biblical worldview.	<b>7 to 8 points</b> Student makes a marginal attempt to integrate a biblical worldview into his/her website solution. Less than 2 paragraphs of content or pages exist.	<b>1 to 6 points</b> Student makes a minimal attempt to integrate a biblical worldview into his/her website solution.	<b>0 to 0 points</b> Not present
<b>Content: Pages</b> ▼	<b>27 to 30 points</b> Minimum of 15 separate web pages. Every web page meets the optimal project requirements.	<b>21 to 26 points</b> Minimum of 15 separate web pages comprised of the appropriate material outlined in the assignment instructions. Acceptable requirements were met on most pages.	<b>1 to 20 points</b> Inability to meet minimum page requirements and/or non-professional website content on the required pages.	<b>0 to 0 points</b> Not present
<b>Content: Consistency</b> ▼	<b>18 to 20 points</b> Every page is controlled by the same CSS style sheet with the same tags for the same headings. The design template is consistent including the menus, header, and footer.	<b>14 to 17 points</b> Multiple CSS files and/or varying template styles exist across more than 1 page. Inconsistent menu, header, and footer components.	<b>1 to 13 points</b> Multiple CSS files and/or varying template styles exist across more than 5 pages. Five or more inconsistent menus, header, and/footer components.	<b>0 to 0 points</b> Not present
<b>Content: Marketing</b> ▼	<b>9 to 10 points</b> Superior search engine code is present that allows the site to be easily found given its purpose. Four or more quality marketing channels are utilized to draw customers to the website.	<b>7 to 8 points</b> A minimum of 3 different types of marketing channels are used in the website solution. Customers can be drawn to the site if they look hard enough but the code does not take full advantage of search engine crawling.	<b>1 to 6 points</b> Website exhibits minimal marketing channels and/or the marketing strategy does little to draw customers to the site.	<b>0 to 0 points</b> Not present
<b>Content: E-commerce Solution</b> ▼	<b>45 to 50 points</b> Fully functional e-commerce solution present with a minimum of ten items listed for sale. Items	<b>35 to 44 points</b> Working e-commerce solution present with a minimum of five items listed for sale. Items have	<b>1 to 34 points</b> Minimal e-commerce presence. Less than five items listed for sale and/or inaccurate product information.	<b>0 to 0 points</b> Not present

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	have an accurate picture, description, price, and quantity.	an accurate picture, description, price, and quantity.		
<b>Content: Login Page</b> ⚓	<b>18 to 20 points</b> A working login page exists that grants at least three levels of access 1) customer 2) publisher 3) administrator	<b>14 to 17 points</b> An acceptable login page is working but it is missing one or more levels of access and/or it does not use sessions.	<b>1 to 13 points</b> A working login page was not constructed and/or it is missing sessions and levels.	<b>0 to 0 points</b> Not present
<b>Structure: Compliance</b> ⚓	<b>9 to 10 points</b> 15 or more pages W3C compliant.	<b>7 to 8 points</b> Less than 15 pages W3C compliant and/or do not have the compliant logos.	<b>1 to 6 points</b> Less than 10 pages W3C compliant and/or do not have the compliant logos.	<b>0 to 0 points</b> Not present
<b>Structure: Dynamic Forms</b> ⚓	<b>18 to 20 points</b> Less than two forms exist and/or the forms do not have proper validation or number formatting developed.	<b>14 to 17 points</b> Two or more forms exist with proper validation but fail to meet a business need in the scope of the overall solution or have improper formatting. At least one type of number conversion and one type of currency exist.	<b>1 to 13 points</b> Less than two forms exist and/or the forms do not have proper validation or number formatting developed.	<b>0 to 0 points</b> Not present
<b>Structure: Control Structures and Arrays</b> ⚓	<b>18 to 20 points</b> A minimum of 2 control structures and two arrays exist that meet a specific business need that parallels the overall business strategy of the website solution.	<b>14 to 17 points</b> A minimum of 1 control structure and one array exists that meet a specific business need that parallels the overall business strategy of the website solution.	<b>1 to 13 points</b> The minimum control structures and arrays is unmet and/or they do not meet a specific business need in the scope of the overall solution.	<b>0 to 0 points</b> Not present
<b>Structure: Last Modified Date</b> ⚓	<b>9 to 10 points</b> 90% to 100% of pages shows a last modified date using a proper PHP function.	<b>7 to 8 points</b> 70% to 80% of pages display a last modified date using a proper PHP function.	<b>1 to 6 points</b> Less than 70% of pages display a last modified date using a proper PHP function.	<b>0 to 0 points</b> Not present