Student Evaluation Criteria

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|  | **Exemplary 5** | **Advanced 4** | **Proficient 3** | **Developing 2** | **Not Evident 1** |
| **Layout**  Does your website have an attractive and usable layout? Is it well organized? | * The website has an exceptionally attractive and usable layout. * It is easy to locate important elements. | * The website has an attractive and usable layout. * It is easy to locate important elements. | * The website has a usable layout, but may appear busy or boring. * It is easy to locate most of the important elements. | * The website has a cluttered or confusing layout. * It is often difficult to locate important elements. | * The website has an unusable layout. * It is difficult to locate important elements. |
| **Navigation**  Is your website easy to navigate forwards and backwards, with working links? | * Links are clearly labeled, consistently placed, and allow the reader to easily move from page to page. | * Links are labeled and allow the reader to easily move from page to page. | * Links allow the reader to move from page to page, but some links seem to be missing. | * Links seem to missing and don’t allow the ready to easily navigate. | * Links don’t take |
| **Theme and Consistency**  Does your project have a consistent font, color, and style theme? | * Website uses a consistent color scheme throughout the website. * Less than three fonts are used and they consistently highlight titles and have readable content. * Pages all seem related. | * Website has a color scheme. * Less than three fonts are used. | * Website uses a color scheme, but not all pages are the same. * Less than three fonts are used within the website. | * Website has randomly chosen elements throughout. * More than three fonts are used within the website. | * Website has no color scheme. * More than three fonts are used and they don’t highlight the titles and content. * Pages seem unrelated. |
| **Creativity and Design**  Does your project show originality and good overall design? | * Product shows a large amount of original thought. * Ideas are creative and innovative. | * Excellent sense of creativity and design. * Graphic elements enhance and support the presentation of content. | * Good use of graphics and/or other design elements. * Evidence of originality and creativity enhance the content presented. | * Little evidence of original thinking. * Minimal use of design elements. * Lots of text, little use of other elements such as graphics or pictures. | * Use of elements detracts from presentation. * Graphics, color schemes, transitions, and backgrounds disrupt flow. |
| **Presentation**  Communicate effectively with the audience and the judges? | * Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery. * Presentation was well-­‐rehearsed. * Voice, eye contact and pacing held the attention of the audience. | * Delivery was clear. * Communication of ideas was good. * Voice projection was good. * Good eye contact was made. | * Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. * Voice projection was adequate with very few mispronounced words, or "um's" and "likes". | * Communication of the idea was broken and hard to follow. * Voice projection was low with several mispronounced words, or "um's" and "likes". * Eye contact was infrequent. | * Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction. * Communication of the main idea was broken and hard to follow. |
| **Published**  Is your website published online? Does the content on your website reflect true information? | * Website is posted online and has a direct link. * Website is up to date and can easily be edited. * Content is meaningful and true. | * Website is posted online but does not have a direct link. * Website information is up to date but is difficult to update. * Content is true. | * Website is posted online but does not have a direct link. * Website information is up to date but not easily editable. * Content is true but lacks depth. | * Website is not published online and is only viewable form a computer. * Website information is up to date but not easily editable. * Content lacks depth. | * Website is not published online and is only viewable from a computer. * Website is not up to date. * Content on website seems unrealistic. |
| **Client Involvement**  Whether the project has been prepared for client? | * Active client exist * Weekly/monthly client interaction(s) held * Client has been charged * Client feedback form submitted or not | * Active client exist * Weekly/monthly client interaction(s) held * Client has been not charged * Client feedback form submitted or not | * Active client exist * Weekly/monthly client interaction(s) held * Client has been not charged | * Active client exist * Client has been not charged | * Client does not exist |