

Website Design Rubric



Name: _____

Student #: _____

CATEGORY	10-8	7-5	4-3	2-1	Score
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat vague.	The site lacks a purpose and theme.	
Layout	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.	
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.	
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.	
Rough Draft / Outline	Outline and rough draft are filled out completely and show evidence of thorough planning and research.	Outline and rough draft are mostly filled out and show evidence of research.	Outline and rough draft are partially filled out and show some evidence of research.	Only small amount of outline and rough draft are completed.	
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.	

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Content Accuracy	All information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met.	
Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. There are at least 3 links.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. There are less than 3 links.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. There are 2 links given.	Some links do not take the reader to the sites described. A user typically feels lost. There is 1 or less links.	
Work Ethic	Student always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically is disruptive to the work of others.	
Overall Quality	Website is of high quality. Layout and design are visually striking. All links and pages are complete and working.	Website is of good quality. Layout and design are average. Links and pages are mostly complete and working.	Website is of mediocre quality. Layout and design are tolerable. Some links and pages are complete and working.	Website is of poor quality. Layout and design are dull. Most links pages are not complete or working.	

TEACHER USE ONLY!

TOTAL GRADE: _____/100