Website Rubric

	Keep Working	Getting There	Got It	In The Flow
Target and Purpose	Site lacks a sense of purpose. No indication that the site was created for a target audience other than teacher-as-grader	Purpose may be somewhat unclear Target audience is identified, and some choices are appropriate for this audience	Site has a clear purpose Major elements of the site are appropriate for the target audience	Very strong understanding of who the site was created for. All elements of the site are engaging and appropriate for the target audience.
Content	Information is inaccurate or contains significant gaps Information comes from few sources	Information is accurate but not always complete Limited research scope	Information offers a comprehensive and accurate picture of the topic Adequate research scope	In-depth research calls on a wide variety of resources Content is fresh, original, insightful
Crediting Sources	No reference of original sources Information is copied without permission	Sources of information are acknowledged Most permissions have been secured	Sources of information are credited in standard formats. All permissions are secured	Sources of information are credited in standard formats. All permissions are secured and organized for future reference
Development of Ideas	May contain many facts, but they are not developed as ideas, themes or connections	Some interpretation of facts Connections with larger contexts are not always clear	Ideas, themes or patterns are developed Makes connections with larger contexts	Ideas and interpretations are insightful Connections with larger contexts are sophisticated creative and comprehensive
Home Page	Home page is missing, or does not function to bring user into the site	Home page is functional	Home page is aesthetically pleasing and gives a clear sense of purpose for the whole site	Home page draws user into the site in a compelling way Home page readily orients users to the site
Layout	Layout of pages is confusing, or cluttered or dull Layout does not reflect ideas and content, but seems arbitrary	Page layout may be 'busy' or unimaginative Unreflective use of a template	Page layout is interesting and appropriate for content Layout is appropriate for the content.	Page layout is creative and effective Layout effects and extends the ideas and content

Functionality	User becomes lost in navigating on or between pages Problems with functionality frustrate the user	Navigation structures may be awkward or difficult to use Some elements of functionality may not work as intended, or may not meet the needs of the target audience	Functionality is appropriate for target audience and accomplishes the purpose Simple navigation structures make site quite easy for user Appropriate use of interactivity for the purpose of the site	Functionality intrigues target audience and enhances purpose Simple and powerful navigation structures make navigation feel intuitive All functionality, works properly Creative use of interactivity enhances purpose of the site
Organization	Headings or paragraph breaks are not used to create hierarchies or orient reader to text	Headings do not create a consistent hierarchy and/or entice reader to go further into the text Paragraphs may be long or incomplete	Headings and first paragraphs of longer text create appropriate hierarchy First paragraphs of longer text interest reader to go further into the text	Headings create hierarchy and intrigue reader. First paragraphs of longer text intrigue reader s and draw them into the text.
Language and Conventions	Errors in grammar and usage interfere with meaning Many punctuation and spelling errors Writing style is not effective for the purpose Site requires extensive editing Errors in grammar and usage are noticeable, but do not interfere with meaning	Some editing for spelling and punctuation is required Writing style is appropriate for the purpose	Few errors in grammar, usage, spelling or punctuation give clear evidence of careful editing Writing style is interesting and effective	Site has been fully edited to be free of errors in grammar, usage and mechanics Writing style is deeply engaging

Graphic Elements (backgrounds, font, text color, tables, lists, white space, images, etc.)	Poor quality of graphic elements	Inconsistent quality of graphic elements	Graphic elements are good quality	Creative design causes backgrounds and other formatting elements to work exceptionally well together
	No sense of purpose for the inclusion of graphic elements	Graphics are used as 'add-on's' rather than as an element of meaning	Graphic elements contribute to meaning	Graphic elements are used in imaginative and effective ways
	Little or no evidence of design principles	Some awareness of graphic design principles is evident	Graphic design principles are followed	
Integration of multimedia elements (sound clips, images, frames, hyperlinks, image maps, etc)	Draws on a limited number of multimedia elements	Multimedia elements are often decorative, or are confusing	Multimedia elements support and develop content	Multimedia elements are an integral part of content
	Multimedia elements do not develop the topic	Too many multimedia elements, or failure to compress causes slow download times	Downloading is acceptably fast	Multimedia elements are used in a highly creative way.