

# Web Page Rubric

Criteria	Outstanding	Really Good!	Fine	Give Me a Break!	Points
<b>Content/Purpose</b>	<p><b>9 Points</b></p> <p>The content is written clearly and concisely with a unique main idea/purpose/theme.</p> <p>The content is highly informative and provides essential information to the reader. The links point readers to high-quality, up-to-date resources.</p>	<p><b>6 Points</b></p> <p>The idea/purpose/theme is evident.</p> <p>The content is informative and provides useful information to the reader. Readers are pointed to quality information.</p>	<p><b>3 Points</b></p> <p>The main idea/purpose/theme is vague and does not create a strong sense of purpose.</p> <p>The information on the web page does not have a purpose. The links do not relate to the information.</p>	<p><b>0 Points</b></p> <p>The web page lacks a clear main idea/purpose/theme.</p> <p>The information is inaccurate and/or misleading. The links do not point to relevant or useful information.</p>	
<p><b>Use of Graphics, Sound, Animation and Video</b></p> <p><b>All Graphics must be original. You CANNOT copy and past graphics from ANY source. (Office Clipart excluded)</b></p>	<p><b>6 Points</b></p> <p>All of the photographs, graphics, sound and/or video enhance the content and create interest.</p> <p>Creativity and original ideas enhance the content of the web site in an innovative way.</p>	<p><b>4 Points</b></p> <p>Most of the photographs, graphics, sound and/or video enhance the content and create interest.</p> <p>Most of the site shows use of creativity and original ideas to enhance the content of the web pages.</p>	<p><b>2 Points</b></p> <p>A few of the photographs, graphics, sound and/or video enhance the content and do not create interest.</p> <p>There is SOME use of creativity or original ideas evident that enhance the web site.</p>	<p><b>0 Points</b></p> <p>The photographs, graphics, sound and/or video are inappropriate for the content or are distracting decorations that create a busy feeling. The reading is disoriented.</p> <p>No use of creativity or original ideas is evident that enhances the content of the website in an innovative way.</p>	

<p><b>Fair Use Guidelines</b></p>	<p><b>6 Points</b></p> <p>Fair use guidelines are followed with proper use of citations throughout the website.</p>	<p><b>4 Points</b></p> <p>Fair use guidelines are frequently followed and most non-original material uses proper citations.</p>	<p><b>2 Points</b></p> <p>Sometimes fair use guidelines are followed and some non-original material uses proper citations.</p>	<p><b>0 Points</b></p> <p>Fair use guidelines are not followed. Non-original material is not cited or improperly cited.</p>	
<p><b>Navigation</b></p> <p><b>All buttons MUST be original and created with either Flash, Fireworks or Freehand or Photoshop. No Exceptions.</b></p>	<p><b>3 Points</b></p> <p>ALL of the menus, navigation links and ALL internal links and sections of the website connect back to the home page.</p> <p>ALL links work correctly.</p>	<p><b>2 Points</b></p> <p>Most of the menus, navigation links and internal links to sections of the website connect back to the home page.</p> <p>Most of the external links to connecting websites work correctly</p>	<p><b>1 Point</b></p> <p>Some of the menus, navigation links and internal links to sections of the website connect back to the home page.</p> <p>Some of the external links to connecting websites do NOT work correctly.</p>	<p><b>0 Points</b></p> <p>There are significant problems with the menus, navigation links and internal links. Few or none work.</p> <p>Most of the external links to connecting websites do NOT work correctly</p>	
<p><b>Layout and Text Elements</b></p> <p><b>You may NOT copy and past someone else's words. You may link to the words.</b></p>	<p><b>3 Points</b></p> <p>Typography is easy to read and point size varies appropriately for headings and text.</p> <p>A consistent format extends from page to page.</p>	<p><b>2 Points</b></p> <p>Sometimes typography is easy to read and but, in a few places the point size, use of bullets and other text elements distract and do not enhance readability.</p> <p>A few minor format inconsistencies decrease the readers' accessibility to content.</p>	<p><b>1 Point</b></p> <p>The typography is difficult to read and uses too many different fonts, overuse of bold, bullets, italics or lack of appropriate indentions of text.</p> <p>The layout uses horizontal and vertical white space inappropriately in some places.</p>	<p><b>0 Points</b></p> <p>The text is extremely difficult to read due to inappropriate use of fonts, point size, bullets, italics, bold and indentions for headings and sub-headings and body text. There are numerous format inconsistencies throughout the website.</p> <p>The layout appears</p>	

	The background and colors ENHANCE the readability of the text.	The background and colors ENHANCE the readability of the text in MOST places.	The background and colors are distracting in some places and decrease the readability of text.	cluttered. The background distracts the reader and decreases the readability of the text.	
<b>Contact Person, Copyright and Update information</b>	<b>3 Points</b> The main web page includes a connecting link back to the home page, date of creating or revision, and copyright information.	<b>2 Points</b> The main web page includes a footer with two of the criteria.	<b>1 Point</b> The main web page contains one of the criteria.	<b>0 Points</b> No footer is included in the main web page.	
<b>Speed Web Pages Load</b>	<b>3 Points</b> The graphics are optimized for web use and the web page loads quickly.	<b>2 Points</b> The graphics are somewhat optimized for web use and the web page loads reasonably fast.	<b>1 Point</b> The web page and graphics do not load quickly. Images are large and require a long time to download.	<b>0 Points</b> The web page and graphics take a long time to download do to excessively large graphics or too many graphic elements on a page or graphics that have not been optimized.	
<b>Writing Mechanics</b>	<b>3 Points</b> The text has NO errors in grammar, capitalization, punctuation and spelling.	<b>2 Points</b> The text has a few errors in grammar, capitalization, punctuation, and spelling.	<b>1 Point</b> The text has 4 or more errors in grammar, capitalization, punctuation and spelling.	<b>0 Points</b> The text has 6 or more errors in grammar, capitalization, punctuation, and spelling.	
<b>Originality</b>	<b>6 Points</b> Totally Original	<b>4 Points</b> Mostly Original— borrowing 1-2 elements from someone else.	<b>2 Points</b> Many elements NOT original.	<b>0 Points</b> Totally unoriginal. Everything is borrowed.	

