

Web Design Rubric

	Exemplary 5	Advanced 4	Proficient 3	Developing 2	Not Evident 1
<p>Layout</p> <p>Does your website have an attractive and usable layout? Is it well organized?</p>	<ul style="list-style-type: none"> The website has an exceptionally attractive and usable layout. It is easy to locate important elements. 	<ul style="list-style-type: none"> The website has an attractive and usable layout. It is easy to locate important elements. 	<ul style="list-style-type: none"> The website has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. 	<ul style="list-style-type: none"> The website has a cluttered or confusing layout. It is often difficult to locate important elements. 	<ul style="list-style-type: none"> The website has an unusable layout. It is difficult to locate important elements.
<p>Navigation</p> <p>Is your website easy to navigate forwards and backwards, with working links?</p>	<ul style="list-style-type: none"> Links are clearly labeled, consistently placed, and allow the reader to easily move from page to page. 	<ul style="list-style-type: none"> Links are labeled and allow the reader to easily move from page to page. 	<ul style="list-style-type: none"> Links allow the reader to move from page to page, but some links seem to be missing. 	<ul style="list-style-type: none"> Links seem to missing and don't allow the ready to easily navigate. 	<ul style="list-style-type: none"> Links don't take
<p>Theme and Consistency</p> <p>Does your project have a consistent font, color, and style theme?</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Website has a color scheme. Less than three fonts are used. 	<ul style="list-style-type: none"> Website uses a color scheme, but not all pages are the same. Less than three fonts are used within the website. 	<ul style="list-style-type: none"> Website has randomly chosen elements throughout. More than three fonts are used within the website. 	<ul style="list-style-type: none"> Website has no color scheme. More than three fonts are used and they don't highlight the titles and content. Pages seem unrelated.
<p>Creativity and Design</p> <p>Does your project show originality and good overall design?</p>	<ul style="list-style-type: none"> Product shows a large amount of original thought. Ideas are creative and innovative. 	<ul style="list-style-type: none"> Excellent sense of creativity and design. Graphic elements enhance and support the presentation of content. 	<ul style="list-style-type: none"> Good use of graphics and/or other design elements. Evidence of originality and creativity enhance the content presented. 	<ul style="list-style-type: none"> Little evidence of original thinking. Minimal use of design elements. Lots of text, little use of other elements such as graphics or pictures. 	<ul style="list-style-type: none"> Use of elements detracts from presentation. Graphics, color schemes, transitions, and backgrounds disrupt flow.
<p>Oral Presentation</p> <p>Communicate effectively with the audience and the judges?</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Delivery was clear. Communication of ideas was good. Voice projection was good. Good eye contact was made. 	<ul style="list-style-type: none"> 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". 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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.
<p>Published</p> <p>Is your website published online? Does the content on your website reflect true information?</p>	<ul style="list-style-type: none"> Website is posted online and has a direct link. Website is up to date and can easily be edited. Content is meaningful and true. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Website is not published online and is only viewable from a computer. Website is not up to date. Content on website seems unrealistic.
<p>Copyright</p> <p>Were all works created by the student or used with Creative Commons permissions?</p>	<ul style="list-style-type: none"> All work is student design and created. Work that was used with Creative Commons permissions is sited properly. Information used for content is sited properly using a link to the original information. <p>Note: A score of 5 in this category is required to place.</p>				<ul style="list-style-type: none"> Work was not student created. Creative Commons materials or elements were not sited properly. Information or date within website was not linked to original site. <p>Note: A score of 0 in this category prevents the ability to place.</p>