

# Website Rubric

Author: \_\_\_\_\_

URL: \_\_\_\_\_

Criteria		Exceptionally well executed (11)	Good, with room for improvement (9)	Meets minimum requirement (7)	Pts (you)	Pts (me)
<b>Content</b>	<b>Information</b>	Content is well researched and the information provided is accurate. Original content adds to what is currently available online.	Content is well researched and information is accurate. Original analysis or compilation adds to the internet.	In one or two small ways the information provided is inaccurate.		
	<b>Writing</b>	Content is interesting to all audiences. Writing is very well organized; sentences are written in a fluid manner and forward the purpose of the site.	Content is interesting to the intended audience. Writing is well organized; sentences are written in a fluid manner.	Writing is adequately organized; sentences are reasonably fluid.		
	<b>Conventions</b>	Spelling, punctuation and grammar conventions are always followed.	2-3 problems exist in spelling, punctuation or grammar conventions.	5-7 problems exist in spelling, punctuation or grammar.		
	<b>Credibility</b>	Well written about/contact page(s) sets out your interest in the topic and how to contact you, links to available resources are comprehensive and well chosen.	About/contact page(s) are well written and resource links are well chosen.	About/contact page(s) exists and resources are available.		
	<b>Graphics</b>	All graphics are relevant and enhance the understanding of the topic. Images are well cropped and sized. Multiple images are used in the content area of every page and post.	Reasonable choice of images and image size. At least one image is used on every page's content area	Images are available on most page's content area.		
	<b>Scope/coverage (50 points)</b>	To receive 50 points (the maximum) you must produce enough pages & posts to completely cover your chosen topic. There is no set requirement for the number of pages/posts because the optimal mix of pages and posts will vary depending on your topic. Typically it will include a combination of about 20 well written pages and posts. To receive the minimum 1 point you must produce a homepage, 5 complete pages and 5 useful posts; anything less will be considered incomplete and will not be graded.				
<b>Architecture</b>	<b>Organization</b>	Pages are organized in a clear, logical manner. All pages are of an appropriate length. A detailed site map is provided.	Pages are organized in a discernible fashion. Pages are generally of appropriate length. Site map is useful.	Pages are somewhat organized, at most one page is noticeably too long/short. Site map exists.		
	<b>Navigation</b>	All menus are well organized and thought out. Categories are incorporated seamlessly into menus. Dropdown menus are professional. Multiple menus are used to enhance site navigation.	Main menu is well organized, categories are used appropriately in menus and dropdown menus are used where needed.	Main menu is organized and includes categories.		
	<b>Links</b>	Internal and external links are incorporated neatly within the writing style in all appropriate locations, and change to indicate visited state.	Internal and external links are used extensively and are usually integrated nicely within the text.	Links are used, but include "click here" type text or raw URLs. One link may be broken.		
	<b>Category/Tag</b>	Extensive and professional use of intelligently named categories/tags. Categories are grouped hierarchically wherever appropriate. Some posts have multiple categories; many have multiple tags.	Categories are well thought out and enhance the site. All posts use categories and tags.	Categories exist; one post may be uncategorized or have no tags.		
	<b>Posts/Pages</b>	The differences between pages and posts is understood and each is used professionally where need throughout the site.	Posts and Pages are each used where appropriate. Both are set to appropriately allow/disallow comments.	One post/page may be of the incorrect type. One post/page may have comments set incorrectly.		
<b>Design &amp; Layout</b>	<b>Aesthetics</b>	Design is exceptionally attractive, matches the topic and advances the purpose of the site.	Design is attractive and matches the topic of the website.	Design does not detract from the website.		
	<b>Accessibility</b>	Both size and typeface of fonts are appropriate for heading and body text. All text is easy to read. Well written alternate text attributes are used on all graphics.	All text is easy to read against the site background. All images have alternative text attributes.	Most text is easy to read. One image may not provide alternate text.		
	<b>Homepage</b>	Homepage is professional and aesthetically appealing. It is visually distinct from the rest of the site. It informs as to the nature of the site, engages users and encourages them to further explore the site.	Homepage is professional in appearance, informs as to the nature of the site, is visually appealing, engages users and encourages them to explore the site.	Homepage is visually appealing, informative and inviting.		
	<b>Main Content</b>	Layout of the main content area of each page is professional and contains an extensive variety of content types including polls, forms, galleries, video, multiple images, formatted text, lists, quotes and so forth as appropriate. Different types of pages vary in layout to best support the content and create visual interest.	Layout of the main content area of each page is visually appealing and a wide variety of content is included on various pages. Layout is somewhat varied from page to page in a consistent manner.	Layout of the main content area does not distract from the site. A few different types of content are included.		
	<b>Widgets</b>	A variety of widgets that promote the goals of the website are used in a professional manner with appropriate placement in sidebar and footer areas.	A well thought out set of widgets are used and well positioned in sidebars and footers.	Widgets are used in a non-arbitrary manner.		
<b>Bonus</b>	At the instructor's discretion, up to 10 total bonus points may be awarded for any combination of the following: Sites that are educational in nature (informative is not necessarily the same as educational). Sites that demonstrate that the student learned additional website design techniques on their own. Sites that are exceptional in the scope of information that they cover. Sites that are exceptionally well executed in terms of design & layout.					
<b>Total Points (out of 200)</b>						

See the back of this sheet for additional comments.