

Rubric for Website Project (Comm 360)

Evaluation	Web Elements	Navigation	Design	Form / Content
EXCELLENT	All required elements present: 1 list, 1 table, font changes, use of browser-safe colors, and at least 2 graphics. CSS is used extensively. All coding used is correct.	All pages linked. Linked graphics do not have borders. Links are clear and located in the same area on each page. All links are functional. If links are not in the same area, student has rationale for changes. All required links are present: (at least: 1 email link, 1 "same page" link, all pages linked, 2 links to external sites).	Website clearly demonstrates design principles: with consistent alignment, proximity, repetition, and contrast. Text is easy to read on a background that is not distracting. Design is appropriate for target audience and level of anticipated computer knowledge.	Information on site is presented clearly, consistently, and logically. No grammatical or spelling errors. Content is easily read and appropriate for website.
SUPERIOR	All required elements clearly evidenced as above. CSS is a major part of the site. All coding used is correct.	All pages linked. Links are clear and located in the same area on each page. All links are functional. If links are not in the same area, student has rationale for changes. All links required links are present as above)	Missing no more than 1 design element on no more than 1 page. Text is easy to read with appropriate font and background color. Design appropriate for target audience and level of anticipated computer knowledge.	No more than 3 spelling OR grammatical errors present on site. Information is clear, consistent, and logical.
GOOD	Required elements are present; 1 of the elements is not coded correctly or CSS is not used correctly or is lacking.	Links are either graphic or text; one link does not function properly OR site is missing one required link. Links are consistent on each page	Demonstrates 2 out of the 4 design principles. Design is appropriate for target audience and level of anticipated computer knowledge.	4 or more spelling OR grammatical errors. Content is clear, consistent, and logical.

FAIR	1 to 2 required elements are missing OR are not done correctly. CSS is not used correctly or is lacking.	ONE of the following is evident: <ul style="list-style-type: none"> a. missing 1-2 required links b. 2 or more links are broken c. links not consistent across all pages 	Site demonstrates only 1 design principle OR is not appropriate for target audience / anticipated level of computer knowledge.	Content of no more than 1 page does not fulfill purpose of site, or is not presented clearly and consistently.
POOR	Missing 3 or more required elements OR 3 or more elements are not coded correctly. No CSS is used at all.	No navigation strategy present; links inconsistent. Missing more than 2 required links OR at least 2 broken links.	Site does not demonstrate any design principles. No target audience or level of computer knowledge identified.	Content of site is confusing. Purpose of site is not clear.