

## Educational Web Site Rubric

| Web Site                                  | 2.0   | 3.0   | 3.5   | 4.0  | Score |
|---|---|---|---|--|-------|
| <b>Design</b>                             |   |   |   | *Includes previously listed required attributes.   |       |
| Organization/User Friendly                | Opening page is confusing and/or disorganized.                                      | Site is audience appropriate. Links are clearly labeled.                                  | Pages download quickly. Repetitive elements used to unify site.                         | Easy to understand and use. First page requires little or no vertical scrolling.   |       |
| Text                                      | Backgrounds interfere with readability.   | Backgrounds detract from text and graphics. Text is small. Some lateral scrolling needed. | Text is easy to read. No lateral scrolling needed.                                      | Text colors show high contrast with a subdued background and are coordinated with graphics.                                |       |
| Graphics                                  | Large graphics make pages very slow to load. Graphics not appropriate or enhancing. | A limited number of graphics are used effectively.  | Graphics are quickly downloaded and relevant. Animations are limited.                   | All graphics have alt labels; graphic links include text links. Link borders are removed. Backgrounds are transparent.     |       |
| General Design                            | Few or no graphics are used. Colors are over or underutilized.                      | Tables are used to organize information and place graphics.                               | Attractive and creative use of graphics and colors. Alignment and size are appropriate. | Site follows all tenets of good design. Layout is aesthetically pleasing and enhances ease of use.                         |       |
| <b>Content</b>                            |   |   |   |  |       |
| Credibility                               | Little or no concrete information is included.                                      | Information is well-organized. Contact Info included                                      | Information is accurate and complete.   | Information is mainly from primary sources.  |       |
| Usefulness                                | Content is irrelevant or inappropriate.   | Some useful content.  | Content is meaningful and relevant to intended audience.                                | Content is valuable to students and peers.   |       |
| Interdisciplinary & Higher Level Thinking | Content areas are not defined.  | Concentrates exclusively on one topic or content area.                                    | Integrates several content areas or disciplines.  | Provides audience with learning opportunities integrated into the curriculum.  |       |
| Resources                                 | Few useful resources provides.  | Resources are not organized for easy use.   | Resources are provided and organized.   | Numerous links to resources and/or activities are provided. Presentation is organized.                                     |       |
| <b>Mechanics</b>                          |   |   |   |  |       |
| Links and Navigation                      | Some links do not work.   | All links work. Internal links are correctly done.  | Back buttons are included. Navigation bar is incomplete.                                | All links operate and are easy to discern. Navigation bar is present and complete. No underlined texts that are not links. |       |
| HTML Skills                               | No skills apparent. Inaccurate page titles.   | Page titles and file names are correct.   | A working e-mail link is included.  | Skills evident through e-mail link, PDF file, automatic update message, or other Java scripts.                             |       |
| Language & Conventions                    | Numerous errors in spelling and/or grammar.   | Well-organized but with spelling, grammar, and syntax errors.                             | Easy to understand, no spelling errors, 1 or 2 grammar or syntax errors.                | Text is clear, concise, and well-written. No spelling or grammatical errors.   |       |
| <b>Course Specific</b>                    |   |   |   |  |       |
| FTP                                       | Is unable to consistently upload pages and graphics.                                | Demonstrates ability to upload pages accurately.  | Demonstrates ability to upload and download files in class.                             | Demonstrates ability to upload and download files from class and a remote location.  |       |