

Rubric for Web Site

The main purpose of a rubric is to help you do your best work. Use the rubric to make sure you understand what you are expected to learn. Is all of your work best described by column 4? If not, what can you improve? If you have access to a printer, you may want to print the rubric for reference as you work through the activities. Ask your teacher for help if you have any questions about the rubric.

	4	3	2	1
Content	The purpose of the site is clearly stated and additional content, sources, and media have been added to make the site more persuasive.	The purpose of the site is clearly stated and all persuasive essay content, sources, and media are clearly related to the purpose.	The purpose of the site is clearly stated but some content seems unrelated to the purpose or some sources may be missing.	The purpose of the site may be implied but is not clearly stated, and content or sources may be missing.
Architecture	All content is logically organized, and a site map is provided to improve usability.	All content is logically organized, and all pages seem to be in the most appropriate location.	Most content is logically organized, but some pages seem out of place.	Most content is not logically organized.
Navigation	Navigation is consistent, shows the reader's current location, and provides links to the home page and main sections of the site from every page.	Navigation is consistent and provides links to the home page and main sections of the site from every page.	Navigation is consistent and provides links to the home page and main sections of the site from most pages.	Navigation is inconsistent or does not provide links to the home page and main sections of the site.
Layout	Page layouts are clean and attractive and use an external style sheet to make the pages completely consistent.	Page layouts are clean and attractive and use internal style sheets to make the pages more consistent.	Page layouts are well organized, but may sometimes distract the reader from the content.	Page layouts are disorganized or cluttered.
Multimedia	Images, audio, and video enhancements are credited,	Images, audio, and video enhancements are credited	Images, audio, or video enhancements are not	Images, audio, or video enhancements are not

	support and illustrate main points, and make the arguments more convincing.	and carefully selected to support and illustrate important main points.	credited or sometimes distract the audience from the content.	included.
Copyright and Copyleft	Written permission has been secured for all copyrighted content and media. All copylefted content and media are used in ways that are consistent with the license.	All fair use guidelines have been followed and written permission has been secured when required. Most copylefted content and media are used in ways that are consistent with the license.	Fair use guidelines have been followed for most content and media. Copylefted content and media are used in ways that are not consistent with the license.	Fair use guidelines have not been followed for most content and media. Copylefted content and media are not used.
Collaboration	Students agree on roles, collaborate with other team members, share responsibilities fairly, and show respect for all members of all teams.	Students agree on roles, collaborate with other team members, and share responsibilities fairly.	Students agree on roles but must be reminded or coached to collaborate with other team members.	Students do not agree on roles or do not collaborate with other team members.
HTML	HTML code includes advanced tags, and all code displays and works correctly.	HTML code includes basic tags, and all code displays and works correctly.	HTML code includes basic tags, and most code displays and works correctly.	HTML code does not include basic formatting, image, hyperlink, or table tags, or very little code displays and works correctly.
Writing Mechanics	All words are spelled and capitalized correctly.	Almost all words are spelled or capitalized correctly.	Several words are misspelled or capitalized incorrectly.	Many words are misspelled and capitalized incorrectly.

	All sentences are punctuated correctly.	Almost all sentences are punctuated correctly.	Several sentences are punctuated incorrectly.	Many sentences are punctuated incorrectly.
File Management	Files are clearly named, consistently saved to the correct location, and well-organized in folders.	Files are clearly named and consistently saved to the correct location, but they are not well-organized in folders.	Work is not lost, but files are not clearly named or not consistently saved to the correct location.	Work is lost because files are not clearly named or not consistently saved to the correct location.