

Web-based		Rubric		
			Name:	
			Date:	
criteria	12	8	4	0
Relevance	pages are useful/resourceful; content is educational beyond entertainment	Pages are mostly educational; some useful content	pages are largely entertainment; little educational value	entertainment not educational seems to be the norm
Storyboard	There is a clearly defined and methodically followed plan to web site; links are easy to find	Most of the site is planned; no map or navigation is not easily clear	Some planning evident but largely unclear as to order; navigation difficult	No apparent plan or no plan/storyboard submitted; navigation is unclear
MMedia use	photos are tasteful; video clips are illustrative; animation aids site	Audio/video is somewhat helpful; some of media may be "for looks" with little tie in to site	Some woven media. Lots of breaks in quality/value	Stark site; little media; mostly text
Copyright	Copyright laws are observed; fair use guidelines are properly followed; credit given	either copyright or credit is not clear	copyright/fair use and credit of authorship is unclear	questions as to the authorship. originality of copyright difficult to distinguish
Layout/Design	Typography is easy to read; few, wisely chosen fonts aid site legibility; garish color combinations are avoided; clean design	too many typefaces (>3); too many or too contrasting colors; some "widows" or "orphans" in layout;	site is garish in color choices; too many typefaces; layout disorganized; one block of text	site suffers greatly from any visible coherence; disorganized; layout a mess.
Credit	Contact person and update information is clearly visible	contact info or update info or credit not clear	contact info and/or update info and/or credit not clear	contact info and update info and credit not clear
Mechanics	no spelling errors; no punctuation errors; no dangling phrases	(2-4) errors per page; grammar issues	(5-8) errors per page; grammar issues	more than 9 errors per page
Originality	Work is original and creative; obvious time invested	most of work is original; most (80%+) is creative/reflective	"original piece" is adaptation of current or past forms	questions as to the creativity; copied material
				TOTAL

