Web Site Design : Self Assessment Rubric for Success of Unit Cr

Teacher Name: **Mr. Parrella**

Student Name: _____

CATEGORY	4	3	2
Layout	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to	The purpose and theme of the site is somewhat muddy or vague.
Load Time	The pages typically load very quickly (10 seconds or less) on a 54k modem due to small graphics, good	All pages typically load reasonably quickly (10-15 seconds) on a 54k modem due to small	One Web page typically takes more than 15 seconds to load, but the others load quickly.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Interest	The author has made an exceptional attempt to make the content of this Web site interesting to the	The author has tried to make the content of this Web site interesting to the people for whom it is	The author has put lots of information in the Web site but there is little evidence that the person tried
Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages	Links for navigation take the reader where s/he expects to go, but some needed links seem to be

Content Accuracy	All information provided by the student on the Web site is accurate and all the requirements of	Almost all the information provided by the student on the Web site is accurate and all requirements	Almost all of the information provided by the student on the Web site is accurate and almost all of the
Learning of Material	The student has an exceptional understanding of the material included in the site and where to	The student has a good understanding of the material included in the site. Can easily answer	The student has a fair understanding of the material included in the site. Can easily answer most
Images (accessibility)	All images, especially those that are used for navigation, have an ALT tag that describes the image	All images used for navigation have an ALT tag that describes the image and where it links to so people	Most images used for navigation have an ALT tag that describes the image and where it links to so people
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader	Graphics are related to the theme/purpose of the site, and are of good quality.
Links (content)	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Most links point to high quality, up-to-date, credible sites.
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.
Color Choices	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the	Colors of background, fonts, unvisited and visited links do not detract from the content, and are	Colors of background, fonts, unvisited and visited links do not detract from the content.
Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages	Links for navigation take the reader where s/he expects to go, but some needed links seem to be

Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does	Background is consistent across pages and does not detract from readability.
Sounds	Music, audio clips and/or sounds are thoughtfully edited and used only where they add to reader	Music, audio clips and/or sounds are used only where they add to reader understanding of the	Music, audio clips and/or sounds are thoughtfully edited and used, but 1 or 2 detracted from the
Copyright	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed
Load Time	The pages typically load very quickly (10 seconds or less) on a 54k modem due to small graphics, good	All pages typically load reasonably quickly (10-15 seconds) on a 54k modem due to small	One Web page typically takes more than 15 seconds to load, but the others load quickly.
Work Ethic	Student always uses classroom project time well. Conversations are primarily focused on	Student usually uses classroom project time well. Most conversations are focused on the	Student usually uses classroom project time well, but occasionally distracts others from their
Learning of Material	The student has an exceptional understanding of the material included in the site and where to	The student has a good understanding of the material included in the site. Can easily answer	The student has a fair understanding of the material included in the site. Can easily answer most

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The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
The site lacks a purpose and theme.
Web pages typically take a more than 15 seconds to download due to large graphics, animations, sounds,
There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
The author has provided only the minimum amount of information and has not transformed the
Some links do not take the reader to the sites described. A user typically feels lost.

There are several inaccuracies in the content provided by the students OR many of the requirements

Student did not appear to learn much from this project. Cannot answer most questions about the

The needs of visually impaired Internet users are ignored.

Graphics seem randomly chosen, are of low quality, OR distract the reader.

Less than 3/4 of the links point to high quality, up-to-date, credible sites.

A wide variety of fonts, styles and point sizes was used.

Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract

Some links do not take the reader to the sites described. A user typically feels lost.

Background detracts from the readability of the site.
Music, audio clips and/or sounds were seemingly used randomly OR typically detracted from the
Borrowed materials are not properly documented OR material was borrowed without
Web pages typically take a more than 15 seconds to download due to large graphics, animations, sounds,
Student does not use classroom project time well OR typically is disruptive to the work of others.
Student did not appear to learn much from this project. Cannot answer most questions about the