Website Rubric   Author:_____URL_____

	Criteria	Exceptionally well executed (11)	Good, with room for improvement (9)	Meets minimum requirement (7)	Pts	Pts
Content	**Preparation**	Ideas, outline, thumbnail sketches and wireframes well executed and turned in on time.	Ideas, outline, thumbnail sketches and wireframes turned in on time.	One of: ideas, outline, thumbnail sketches or wireframes were not turned in on time.		
	Information	Content is well researched and the information provided is accurate. Original content adds to what is currently available online.	Content is well researched and information is accurate.	In one or two small ways the information provided is inaccurate.		
	Writing	Content will be interesting to all audiences. Writing is very well organized; sentences are written in a fluid manner and forward the purpose of the site.	Content will be interesting to the intended audience. Writing is well organized; sentences are written in a fluid manner.	Writing is adequately organized; sentences are reasonably fluid.		
	Scope	In scope and breath the website is complete. All appropriate detail is provided.	Topic is covered in appropriate detail given the time constraints of the assignment.	Topic is covered to a minimally acceptable level.		
	Credibility	Well written contact page sets out your interest in the topic and how to contact you, links to available resources are comprehensive and well chosen. Meta tags are provided for author, description and keywords on all pages.	Contact page and resource links are well written, Meta tags are provided for author, description and keywords on all pages.	Contact page exists, resources are available, Meta tags may be missing on some pages.		
	Conventions	Spelling, punctuation and grammar conventions are always followed.	2-3 problems exist in spelling, punctuation or grammar conventions.	5-7 problems exist in spelling, punctuation or grammar conventions.		
	Graphics	All graphics are relevant and enhance the understanding of the topic. Images are well cropped and sized. Well written alternate text attributes are used on all graphics.	Reasonable choice of images and image size. All images have alternative text attributes.	Images are available and usually provide alternate text.		
Architecture	**Organization**	Pages are organized in a clear, logical manner, all pages are of an appropriate length. A detailed site map is provided.	Pages are organized in a discernible fashion,. Pages are generally of appropriate length. Site map is useful.	Pages are somewhat organized, one or more pages are noticeably too long /short. Site map is provided.		
	Navigation	Well thought out main menu is provided on all pages, sub-menus are used if appropriate. Current location is indicated with titles, headings and menu status.	Main menu is provided on all pages, current location is indicated with titles, headings and menu status.	Main menu is provided on all pages.		
	Links	Links are obvious, incorporated neatly within the writing style in all appropriate locations, and change to indicate visited state.	Links are easy to see, usually integrated within the text and included where obviously needed.	Links are used, but may be hard to see and include "click here" type text. One link may be broken.		
Design	**Aesthetics**	Design is exceptionally attractive, matches the topic and advances the purpose of the site. Website displays correctly in all modern browsers.	Design is attractive and matches the topic of the website.	Design does not detract from the website.		
	Layout	Layout is very useful, well organized and consistently applied. White-space and alignment are used to effectively organize.	Layout is organized in a useful fashion. The same layout is used on all pages.	Layout is organized, but may not be applied consistently to the entire website.		
	Accessibility	Both size and typeface of fonts are appropriate for heading and body text. All text is attractive and easy to read against the site background.	All text is easy to read against the site background.	Most text is easy to read.		
Technical Elements	**Tags**	Appropriate tags are chosen. All tags are nested and ended correctly. Attributes are used correctly.	2-3 instances where the wrong tag is used or tags are nested/ended incorrectly or attributes are used incorrectly.	5-7 instances where the wrong tag is used or tags are nested/ended incorrectly or attributes are used incorrectly.		
	CSS	Division tags correctly divide the pages of the site into appropriately named sections. All style is applied via correctly written style sheets. Print and Mobile sheets are provided.	Division tags correctly divide the pages of the site into appropriately named sections. All style is applied via style sheets.	Division tags are used and all style is applied via style sheets.		
	Files/Folders	All files and directories are named appropriately. Directories are organized logically and each contains an index.html file.	All but 1 or 2 files and directories are named appropriately. Directories are organized logically and each contains an index.html file.	4-5 files/directories are not named appropriately.		
	Load time	Graphics and other media are properly optimized for the internet. All image and table tags include height and width attributes.	All but 1-2 graphics and other media are properly optimized for the internet. All image and table tags include height and width attributes.	All but 4-5 graphics and other media are properly optimized for the internet.		
Bonus		At the instructor's discretion, up to 10 bonus points may be awarded for the following: Sites that are educational in nature (informative is not necessarily the same as educational). Sites that demonstrate that the student learned additional website design techniques on their own. Sites that are exceptional in the scope of information that they cover. Sites that are exceptionally well executed in terms of design & layout.				
				Total Points (out of 170)		

See the back of this sheet for additional comments.