Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website Design Rubric

Use the rubric below to evaluate website designs:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Beginning** | **Developing** | **Meets Standard** | **Above Standard** | **Score** |
|  | **1** | **points** | **2 points** | **3 points** | **4 points** |  |
|  |  |  |  |  |  |  |
| **1. Simplicity** |  |  |  |  |  |  |
| In terms of Web design, |  | • web page is too | • web page is somewhat | • content is simple and to | • content is simple |  |
| simplicity refers to an |  | busy | busy | the point. | and to the point. |  |
| approach to express |  |  |  | • appealing graphic |  |  |
| something in a complete |  | • people reading it | • people reading it will | elements are included | • design is easy to |  |
| and efficient way. |  | cannot find what | have difficulty finding | appropriately. | understand in |  |
|  |  | they want quickly. | what they want quickly. |  | many ways |  |
|  |  | excessive use of | excessive use of | • differences in type size |  |  |
|  |  | graphic elements | graphic elements. | and/or color are used well. |  |  |
|  |  |  |  |  |  |  |
| **2. Consistency** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| The design must be |  | • background, text | • background, text | • background, text format, | • background, text |  |
| consistent in the whole |  | format, and color | format, and color usage | and color usage are | format, and color |  |
| website. Each page must |  | usage are randomly | are randomly chosen | somewhat consistent with | usage are |  |
| be predictable and look |  | chosen | with few consistent | little inappropriate | carefully chosen |  |
| similar to each of the |  |  | elements throughout | variation. | to produce a |  |
| other pages in color, text |  | • pages seem |  |  | consistent |  |
| format, and/ or some |  | unrelated |  |  | screen layout for |  |
| familiar layout. |  |  |  |  | all your pages. |  |
|  |  |  |  |  |  |  |
| **3. Color Schemes** |  |  |  |  |  |  |
| Color scheme refers to a |  | • little thought went | • little though went into | • color is used somewhat | • color is |  |
| set of colors you use on |  | into the choice of | the choice of colors. | appropriately to produce | appropriately |  |
| your Web components |  | colors. |  | an atmosphere that | used to produce |  |
| including text, |  |  | • colors do not match the | expresses the character | an atmosphere |  |
| background, link, visited |  | • choice of colors and | character of the site | of the Web site. | that expresses |  |
| link, active link, border, |  | combinations are |  |  | the character of |  |
| and table. |  | negative |  |  | the Web site. |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Beginning** | **Developing** | **Meets Standard** | **Above Standard** | **Score** |  |
|  |  |  | **1 points** | **2 points** | **3 points** | **4 points** |  |  |
| **4.** | **Audience** |  |  |  |  |  |  |  |  |
| The audience will | • tone of language | • audience is not | • tone of language is | • tone of language appropriate |  |  |
| influence every aspect of | not appropriate |  | defined or poorly | mostly appropriate | for audience |  |  |
| your website's design |  |  | defined through |  | • use of graphics and colors is |  |  |
|  |  |  | • use of graphics |  | confusing use of | • use of graphics and | appropriate for audience. |  |  |
|  |  |  | and/ or colors is |  | tone and | colors is mostly | • audience is well defined. |  |  |
|  |  |  | not appropriate for |  | language | appropriate for |  |  |  |
|  |  |  | audience |  | structure | audience. |  |  |  |
| **5.** | **Structure** | **/** |  |  |  |  |  |  |  |
| **Navigation /** | **Format** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Good websites are well | • content is | • content is | • content is | • content is presented in a |  |  |
| organized. Their content | confusing and |  | somewhat | presented in a clear | clear manner that is easy to |  |  |
| is presented in a clear | difficult to follow. |  | confusing and | manner that is easy | follow. |  |  |
| manner that is easy to |  |  | difficult to follow. | to follow |  |  |  |
| follow. You should | • site is difficult to |  |  |  | • readers can get around your |  |  |
| ensure that the readers | navigate. | • | site is somewhat | • navigation is difficult | website with ease. |  |  |
| get around your website |  |  | difficult to | . |  |  |  |
| with ease. Blocks of text | • not intuitive. |  | navigate. |  | • there are no blind links. |  |  |
| and images must be of |  |  |  | • not intuitive. |  |  |  |
| appropriate size. | • large images that | • too much textual |  |  |  |  |
|  |  |  | take long to load. |  | information. |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  | 0-8 | Needs work |  | **Website** |  |  |
|  |  |  |  | 8-12 Developing |  |  |  |
|  |  |  |  | 12-16 Meets Standard |  | **score:** | \_\_/ 20 |  |
|  |  |  |  | 16-20 Above Standard |  |  |
|  |  |  |  |  |  |  |  |  |  |



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