

Web Design and Development Evaluation Rubric - Term 1

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Criteria	Incomplete 1 point	In Development 2 points	Proficient 4 points	Exemplary 6 points	Score
Content	<ul style="list-style-type: none"> ● inaccurate info ● content not related to website goals. ● no original thought. ● no citations used ● difficult to read 	<ul style="list-style-type: none"> ● accurate info ● some incomplete info. ● content somewhat related to website goals ● limited research scope ● somewhat easy to read 	<ul style="list-style-type: none"> ● comprehensive and accurate picture of the topic. ● content adequately related website goals ● Adequate research scope ● easy to read 	<ul style="list-style-type: none"> ● in-depth research from breadth of resources. ● content clearly relates to website goals ● content is fresh, original, insightful 	
Target and Purpose:	<ul style="list-style-type: none"> ● no clear purpose ● target unclear 	<ul style="list-style-type: none"> ● purpose of the site is somewhat evident. ● target audience identified ● some elements of the website are relevant to the audience. 	<ul style="list-style-type: none"> ● purpose of the site is clear. ● target audience is engaged with relevant content. 	<ul style="list-style-type: none"> ● purpose of the site is clear and all elements of the site support that purpose. ● target audience is engaged with relevant, appealing and useful content. 	
Home page:	<ul style="list-style-type: none"> ● missing page ● does not bring user into the site ● cannot access home page from every page on the website. 	<ul style="list-style-type: none"> ● home page is functional ● users can access it from every page on the website. 	<ul style="list-style-type: none"> ● communicates the value and purpose of the website. ● gets audience's attention ● Aesthetically pleasing and redirects them to relevant links and content. 	<ul style="list-style-type: none"> ● clearly communicates the value and purpose of the website ● engages the audience in a unique and creative way (image slider). 	
Navigation and links	<ul style="list-style-type: none"> ● missing or mismatched links ● nav does not reflect site goals ● website is difficult to navigate 	<ul style="list-style-type: none"> ● nav is functional ● nav somewhat reflects site goals ● website is somewhat easy to navigate 	<ul style="list-style-type: none"> ● nav is functional ● nav reflects site goals ● website is easy to navigate ● text links are used on multiple pages 	<ul style="list-style-type: none"> ● nav is functional ● nav reflects site goals ● website is easy to navigate ● nav has style and is integrated into theme 	

	<ul style="list-style-type: none"> ● text links are not used 	<ul style="list-style-type: none"> ● text links are used on one or a few pages 		<ul style="list-style-type: none"> ● text links are used on multiple pages ● use keywords with links to improve SEO ● image link(s) 	
Images	<ul style="list-style-type: none"> ● poor quality images ● not targeted ● not sized proportionately to surrounding elements ● missing HTML attributes 	<ul style="list-style-type: none"> ● one or a few poor quality images ● not targeted ● sized proportionately to surrounding elements ● missing HTML attributes ● poor quality header 	<ul style="list-style-type: none"> ● quality images used ● targeted images ● sized proportionately to surrounding elements ● HTML attributes included ● sufficient header image ● Decent quality header 	<ul style="list-style-type: none"> ● high quality images used ● targeted images ● sized proportionately to surrounding elements ● HTML attributes included ● High quality header 	
CSS	<ul style="list-style-type: none"> ● no evidence of CSS 	<ul style="list-style-type: none"> ● minimal use of CSS 	<ul style="list-style-type: none"> ● good use of CSS in most of website 	<ul style="list-style-type: none"> ● advanced use of CSS utilized throughout the website 	
Professional Look and Feel	<ul style="list-style-type: none"> ● Novice: design and development effort is inconsistent ● web pages are cluttered and confusing ● difficult locate important elements 	<ul style="list-style-type: none"> ● web pages have usable layout but may appear busy or boring ● easy to locate most of the important elements 	<ul style="list-style-type: none"> ● web pages have attractive and usable layout ● it is easy to locate all important elements 	<ul style="list-style-type: none"> ● web site has an exceptionally attractive and usable layout ● it is easy to locate all important elements ● white space, images, graphic elements and/or alignment are used effectively to organize material 	
Font sizes and style	<ul style="list-style-type: none"> ● text and background conflict and are distracting and difficult to read ● styles not targeted ● inconsistent header and/or text styles 	<ul style="list-style-type: none"> ● text and background have numerous conflicts ● styles somewhat targeted ● some inconsistent header and/or text styles 	<ul style="list-style-type: none"> ● text and background have a few conflicts ● styles targeted ● consistent header and/or text styles 	<ul style="list-style-type: none"> ● text and background complement each other ● styles targeted ● consistent header and/or text styles 	

CSS Box Model: Borders, padding, margins	<ul style="list-style-type: none">• numerous elements do not include appropriate use of borders, padding and margins	<ul style="list-style-type: none">• some elements include appropriate use of borders, padding and margins	<ul style="list-style-type: none">• elements have sufficient borders, padding and margins	<ul style="list-style-type: none">• borders, padding and margins are used efficiently and effectively throughout the website	
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