

Web Design and Development

Website Evaluation Rubric - Final Project - Bootstrap Framework

Mr. Messina

Digital Learning Teacher, Andover High School

Include the following Bootstrap components (up to 6 points each):

1. [Grid](#)
2. [Responsive Images](#)
3. [Fixed Nav Bar](#) or [Affix](#)
4. [Carousel](#)
5. At least one [Glyphicons](#)
6. At least one icon from [Font Awesome CSS](#)
7. [Popover](#) or [Modal](#) or [Tooltip](#)
8. [jumbotron](#)
9. [wells](#) or [panels](#)

In addition your website will be graded with the following rubric:

| 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 ● text links are not used | <ul style="list-style-type: none"> ● nav is functional ● nav somewhat reflects site goals ● website is somewhat easy to navigate ● text links are used on one or a few pages | <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 ● 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 | |
| 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 | |

Extra credit will be rewarded for students that have taken on projects beyond the scope of the project and the “introduction to web design and development.” Credit will be give on a case-by-case basis and will be rewarded on elements included above in addition to the degree of difficulty and functionality of the web element, script, or app.

