

Web Institute for Teachers 2003

Curriculum Web Design Evaluation Rubric

Components	Excellent 3 points	Satisfactory 2 points	Needs Improvement 1 point	Unacceptable 0 points	Self/ Team/ Peer Evaluation	Mentor Evaluation
Technical Requirements						
Hierarchy	Website includes a hierarchy of 4-7 well organized and completed pages	Website includes a hierarchy of 3-5 organized and completed pages	Website includes a hierarchy of 2-4 organized and partially completed pages	Website includes a hierarchy of 1-2 pages		
Graphics	Incorporates content-related and adequately sized graphics from a variety of online/package d sources	Incorporates content-related and adequately sized graphics from a few online/package d sources	Incorporates content-related graphics, sound and/or video from a few online/package d sources	Incorporates some graphics from a few online/package d sources		

Components	Excellent 3 points	Satisfactory 2 points	Needs Improvement 1 point	Unacceptable 0 points	Self/ Team/ Peer Evaluation	Mentor Evaluation
Navigation Features	Constructed using many advanced features such as tables, frames and templates.	Constructed using features advanced features such as tables, frames and templates.	Constructed using some advanced features such as tables, frames and templates.	Constructed without use of advanced features such as tables, frames and templates.		
Sound and Video	Executes as designed using a variety of plug-ins and players with a link to install suggested devices	Executes as designed using a suggested plug-in and player with a link to install suggested device	Does not execute as designed using the suggested plug-in and player; link to install suggested devices omitted	Not used in the site		
Navigation						
Movement	Easy movement to all pages on the site.	Easy movement to most pages on the site.	Some difficulty moving from page to page on the site.	Difficulty moving from page to page.		

Components	Excellent 3 points	Satisfactory 2 points	Needs Improvement 1 point	Unacceptable 0 points	Self/ Team/ Peer Evaluation	Mentor Evaluation
Windows	All tags, links and targets are clearly labeled, visible and open in appropriate windows.	All tags, links and targets are clearly labeled, visible and open in appropriate windows.	Some tags, links and targets although labeled and visible, may have broken or missing links.	Some tags, links and targets may not be labeled and/or visible. Pages may have broken or missing links.		
Titles	All pages are given appropriate document titles.	Most pages are given appropriate document titles.	Some pages are given inappropriate document titles.	Pages are given inappropriate document titles		
Browser Compatibility	Pages maintain design quality in different browsers.	Most pages maintain design quality in different browsers.	Some pages maintain design quality in different browsers.	Pages maintain design quality in only one browser.		

Components	Excellent 3 points	Satisfactory 2 points	Needs Improvement 1 point	Unacceptable 0 points	Self/ Team/ Peer Evaluation	Mentor Evaluation
Mechanics						
Writing	Follows rules of standard English/other language without any errors in grammar, spelling, punctuation, capitalization in the text.	Follows rules of standard English/other language with few errors in grammar, spelling, punctuation, capitalization in the text.	Follows rules of standard English/other language with some errors in grammar, spelling, punctuation, capitalization in the text.	Rules of standard English/other language with many errors in grammar, spelling, punctuation, capitalization in the text.		
Design						
Color and Background	Website is aesthetically appealing. Complimentary color, background, and relative images are consistently used.	Website is appealing. Complimentary color, background, and relative images are consistently used.	Website is not appealing. Complimentary color, background, and relative images are not consistently used and at times conflicts with the text.	Website is not appealing. Color, background, and images are not consistently used and substantially conflicts with the text.		

Components	Excellent 3 points	Satisfactory 2 points	Needs Improvement 1 point	Unacceptable 0 points	Self/ Team/ Peer Evaluation	Mentor Evaluation
Use of Graphics	Graphic/sound/video should serve a clear purpose	Graphic/sound/video should serve a clear purpose	Graphic/sound/video should serve a clear purpose	Graphic/sound/video should serve a clear purpose		
Page Layout	Placement and size of text and images enhances the appearance of the website.	Placement of text and images enhances the appearance of the website.	Placement of text and images detracts from the appearance of the website.	Placement of text and images detracts from the appearance of the website.		
White/Empty Space	Space on page well balanced	Space on page balanced but has a few white/empty spaces	Space on page not balanced; too many white/empty spaces	Mostly white/empty space on page		
Consistency	Consistent theme or page design to show consistency within the site	Consistent theme or page design to show consistency within the site	Consistent theme or page design to show consistency within the site	Consistent theme or page design to show consistency within the site		

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Credibility						
Designer	Web designer is clearly identified.	Web designer is clearly identified.	Web designer identifying information omitted.	All designer identifying information omitted.		
Feedback Link	E-mail address and link is provided for feedback.	E-mail address and link is provided for feedback.	E-mail address and link is provided for feedback.	All designer identifying information omitted.		
Host Institution	Name and link for the host school or institution is stated.	Name of the host school or institution is stated.	Name of the host school or institution is stated.	All designer identifying information omitted.		
Date	Date of page creation and revision provided	Date of page creation and revision provided	Date of page creation provided	All designer identifying information omitted.		

WIT 2003 CURRICULUM WEB DESIGN RUBRIC

Self/Team's General Comments	Mentor's General Comments

Scoring

<p>Excellent 54+ Satisfactory 53 - 36 Needs Improvement 35 - 18 Unacceptable 0 - 12</p>	<p>Total Points</p>
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