

Rubric for the Web-Page Project

	Mastery	Proficient	Progressing	Novice
Target & Purpose (C1)	<p>Very strong understanding of whom the site was created for.</p> <p>All elements of the site are engaging and appropriate for the target audience.</p>	<p>Site has a clear purpose</p> <p>Major elements of the site are appropriate for the target audience</p>	<p>Purpose may be somewhat unclear</p> <p>Target audience is identified, and some choices are appropriate for this audience</p>	<p>Site lacks a sense of purpose.</p> <p>No indication that the site was created for a target audience other than teacher-as-grader</p>
Content (C1)	<p>In-depth research calls on a wide variety of resources</p> <p>Content is fresh, original, insightful</p>	<p>Information offers a Comprehensive and accurate picture of the topic</p> <p>Adequate research scope</p>	<p>Information is accurate but not always complete</p> <p>Limited research scope</p>	<p>Information is inaccurate or contains significant gaps</p> <p>Information comes from few sources</p>
Development of Ideas (C3)	<p>Ideas and interpretations are insightful</p> <p>Connections with larger contexts are sophisticated creative and comprehensive</p>	<p>Ideas, themes or patterns are developed</p> <p>Makes connections with larger contexts</p>	<p>Some interpretation of facts</p> <p>Connections with larger contexts are not always clear</p>	<p>May contain many facts, but they are not developed as ideas, themes or connections</p>
Crediting Sources (C3)	<p>Sources of information are credited in standard formats.</p> <p>All permissions are secured and organized for future reference</p>	<p>Sources of information are credited in standard formats.</p> <p>All permissions are secured</p>	<p>Sources of information are acknowledged</p> <p>Most permissions have been secured</p>	<p>No reference of original sources</p> <p>Information is copied without permission</p>
	<p>Functionality intrigues target audience and enhances purpose</p>	<p>Functionality is appropriate for target audience and accomplishes the purpose</p>	<p>Navigation structures may be awkward or difficult to use</p>	<p>User becomes lost in navigating on or between pages</p>

Functionality & Organization (C3)	<p>Simple and powerful navigation structures make navigation feel intuitive</p> <p>All functionality, works properly</p> <p>Creative use of interactivity enhances purpose of the site intrigue reader.</p> <p>First paragraphs of longer text intrigue readers and draw them into the text.</p>	<p>Simple navigation structures make site quite easy for user</p> <p>Appropriate use of interactivity for the purpose of the site</p> <p>Headings and first paragraphs of longer text create appropriate hierarchy</p> <p>First paragraphs of longer text interest reader to go further into the text</p>	<p>Some elements of functionality may not work as intended, or may not meet the needs of the target audience</p> <p>Headings do not create a consistent hierarchy and/or entice reader to go further into the text</p> <p>Paragraphs may be long or incomplete</p>	<p>Problems with functionality frustrate the user</p> <p>Headings or paragraph breaks are not used to create hierarchies or orient reader to text</p>
Language and Conventions (C3)	<p>Site has been fully edited to be free of errors in grammar, usage and mechanics</p> <p>Writing style is deeply engaging</p>	<p>Few errors in grammar, usage, spelling or punctuation give clear evidence of careful editing</p> <p>Writing style is interesting and effective</p>	<p>Some editing for spelling and punctuation is required</p> <p>Writing style is appropriate for the purpose</p>	<p>Errors in grammar and usage interfere with meaning</p> <p>Many punctuation and spelling errors</p> <p>Writing style is not effective for the purpose</p> <p>Site requires extensive editing</p> <p>Errors in grammar and usage are noticeable, but do not interfere with meaning</p>

*Modified from Galileo Educational Network "Website Rubric" found at http://www.galileo.org/tips/rubrics/website_rubric.pdf.

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