

Website Evaluation Rubric

CATEGORY	4	3	2	1
Content	The site has a well- stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
Content Accuracy	All information provided by the student on the Web site is accurate and all meets the requirements of the assignment.	Almost all the information provided by the student on the Web site is accurate and meets all requirements of the	Almost all of the information provided by the student on the Web site is accurate and almost meets all of the	There are several inaccuracies in the content provided by the students OR many of the requirements were not
Layout	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
Navigation	Links for navigation are clearly labelled, consistently placed, allows the reader to easily move forward and back between pages, and take the reader where s/he expects to go.	Links for navigation are clearly labelled, allows the reader to easily move forward and back between pages, and most internal links take the reader where s/he expects to go. A user	Links for navigation take the reader where s/he expects to go, but some links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
Links (content)	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to- date, credible sites.	Most links point to high quality, up-to-date, credible sites.	Less than 3/4 of the links point to high quality, up-to-date, credible sites.
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Avatar and other points of interest	Avatars, YouTubes and images included provide engaging and relevant points of interest for users.	Most avatars, YouTubes and images included provide engaging and relevant points of interest for users.	Some avatars, YouTubes and images included provide engaging and relevant points of interest for users.	Avatars, YouTubes and images included provide little relevance or points of interest for users.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Copyright	Resources used are consistent with Creative Common license "free to use and share". Accurate citations are included in the credits. No material is included that state that permission is required unless permission has been obtained.	Resources used are consistent with Creative Common license "free to use and share". Some citations are included in the credits. No material is included that state that permission is required unless permission has been obtained.	All resources used are consistent with Creative Common license "free to use and share".	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission