

**WEBSITE DESIGN RUBRIC - "JUDGING CRITERIA" – ACTE**  
**Alabama Consortium for Technology in Education**

<b>WEBSITE DESIGN PRODUCTION</b>	<b>MINIMAL</b>	<b>PARTIAL</b>	<b>MASTERY</b>	<b>RANK</b>
<p><b>DOCUMENTATION</b> 0 – 10</p> <p>Did student(s) include citations for sources &amp; permissions for non-student produced material?</p>	<p>0 – 5</p> <p>Little to none of the required documentation present.</p>	<p>6 – 9</p> <p>Some or most of the required documentation present.</p>	<p>10</p> <p>All required citations and permissions are present or none needed.</p>	
<p><b>PROJECT COMPLETION</b> 0 – 15</p> <p>Did student(s) complete the entire project?</p>	<p>0 – 5</p> <p>Website incomplete. Cluttered looking, confusing, difficult to locate important elements. Links do not work.</p>	<p>6- 10</p> <p>Usable website layout, but may appear busy or boring. Some links missing or do not work. Easy to locate most important elements.</p>	<p>11 – 15</p> <p>Website complete with exceptionally attractive and usable layout. Easy to locate important elements. Links clearly labeled and consistent.</p>	
<p><b>CREATIVITY</b> 0 – 20</p> <p>Did student(s) use a higher level of creativity throughout the design process and presentation?</p>	<p>0 – 7</p> <p>Minimal levels of creativity shown in the project design and oral presentation. Low quality graphics, images broken. Background detracts from the readability of site.</p>	<p>8 – 14</p> <p>Displays lower level of creativity in the design process and oral presentation. Good quality graphics relate to theme/purpose. Some broken images. Background attractive, consistent.</p>	<p>15 – 20</p> <p>Student displays high level of creativity throughout design and oral presentation. Unique, well planned and creative. Thoughtful high quality graphics related to theme/purpose.</p>	
<p><b>PURPOSE</b> 0 – 25</p> <p>Did all parts of the project work together for the intended purpose?</p>	<p>0 – 9</p> <p>Little to none of the elements of the design fit the purpose of the project. Minimum amount of information. Many errors in grammar and spelling.</p>	<p>10 - 17</p> <p>Elements of the project are not cohesive. Website does not fully serve its intended purpose. Navigation inconsistent. Few errors in grammar and spelling.</p>	<p>18 – 25</p> <p>Layout and user interface consistent. Design and functionality impressive. No errors. Hyperlinks appropriate. Elements used enhance aesthetics and functionality of website.</p>	
<p><b>UNDERSTANDING</b> 0 – 30</p> <p>Did student(s) demonstrate a solid understanding of the software in development of the project?</p>	<p>0 – 10</p> <p>Student displays little to no understanding of the software used to create the project.</p>	<p>11 – 20</p> <p>Student has a good understanding of the material on the website. Can answer most questions on content and procedures.</p>	<p>21 – 30</p> <p>Student can answer specific questions about project and software chosen. Exceptional understanding and mastery of software.</p>	
<b>COMMENTS</b>				
			<b>TOTAL SCORE</b>	

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