**Interactive Websites 35S – Final Project 2018
Evaluation Rubric**

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PROJECT TOPIC:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **EXCELLENT (3)** | **GOOD (2)** | **POOR (1)** | **SCORE** |
| **Website Literacy** |
| **1. Is the site’s purpose clearly stated on the homepage?** | The site’s purpose is clearly stated on its homepage. | The site’s purpose is understood but not strongly stated. | The site’s purpose is unclear.  |  |
| **2. Is an appropriate website name and URL used?** | An appropriate, creative and unique website name and URL are used. | An appropriate website name and URL are used. | An appropriate website name and URL is not used. |  |
| **3. Are the necessary rules of web design followed throughout the site?** | The web design of the entire site is excellent. | The site follows the necessary rules of web design (for the most part). | The site is not represented well by the necessary rules of web design.  |  |
| **4. Is all the content on the site original, created by the student?** | All content is original work and creative in its display by the student. | All the content is original work by the student. | Not all of the content used on the site is original work by the student. |  |
| **5. Is all the required content free of spelling and grammatical errors?** | All of the required content free of spelling and grammatical errors. | There are minor problems with grammar and spelling (more than 1 error). | Problems with content, spelling and grammar are evident.  |  |
| **Presentation Design** |
| **6. Are headings and sub headings used appropriately?** | The site uses headings and sub headings appropriately and effectively. | The site includes some headings / sub headings but they could be used more effectively. | The site is lacking appropriate headings / sub headings, making navigation difficult. |  |
| **7. Are images used effectively and appropriately sized throughout the site?** | Images are used effectively throughout the site, including the lightbox feature. | Some issues with images such as; effectiveness, appropriate size, throughout the site. | The site lacks sufficient effective images for its purpose. |  |
| **8. Is text readable against the background?** | Text is readable against the background. | Text is difficult to read against the background. | Text is unreadable against the background. |  |
| **9. Is the organization of the site logical using dividers, columns and alignment?** | Excellent use of dividers, columns and alignment for organizing the site content. | Most of the organization on the site is effective using dividers, columns, alignment. | The lack of dividers, columns, alignment has resulted in poor organization of the site content.  |  |
| **Interactive Design** |
| **10. Do all internal and external hyperlinks work properly?** | All internal and external hyperlinks work properly. | - | Not all internal and external hyperlinks work. |  |
| **11. Can users navigate easily between all pages using the site’s navigation?** | Navigation is easy between all pages using navigation links for main pages and subpages.  | Main pages and subpages are not set up correctly in the site navigation structure. | The navigation structure of the website is poorly organized. |  |
| **12. Are interactive elements used on the site – Gallery or Slideshow?** | A gallery or slideshow is used effectively and purposefully to improve the audience interaction with the website. | A gallery or slideshow is used. | The site lacks a gallery or slideshow, for sufficient site interaction (ineffective 1, missing 0). |  |
| **13. Are interactive elements used on the site – embedded video (i.e. YouTube, Vimeo, etc)?** | An embedded video is used effectively and purposefully to improve the audience interaction with the website. | An embedded video is used. | The site lacks an embedded video, for sufficient site interaction (ineffective 1, missing 0). |  |
| **Website Tutorial Content**  |
| **14. Does the Home main page follow the instructions provided?** | The Home page follows the instructions and is appealing to the audience experience. | The Home page follows most of the instructions provided.  | The Home page does not effectively follow the instructions provided. |  |
| **15. Does the About main page follow the instructions provided?** | The About page follows the instructions and is appealing to the audience experience. | The About page follows most of the instructions provided.  | The About page does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **16. Does the Contact main page follow the instructions provided?** | The Contact page follows the instructions and is appealing to the audience experience. | The Contact page follows most of the instructions provided.  | The Contact page does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **17. Does the Lessons main page follow the instructions provided?** | The Lessons page follows the instructions and is appealing to the audience experience. | The Lessons page follows most of the instructions provided.  | The Lessons page does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **18. Does the Beginner level subpage follow the instructions provided?** | The Beginner level subpage follows the instructions and is appealing to the audience experience. | The Beginner level subpage follows most of the instructions provided.  | The Beginner level subpage does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **19. Does the Intermediate level subpage follow the instructions provided?** | The Intermediate level subpage follows the instructions and is appealing to the audience experience. | The Intermediate level subpage follows most of the instructions provided.  | The Intermediate level subpage does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **20. Does the Advanced level subpage follow the instructions provided?** | The Advanced level subpage follows the instructions and is appealing to the audience experience. | The Advanced level subpage follows most of the instructions provided.  | The Advanced level subpage does not effectively follow the instructions provided. (ineffective 1 / missing 0) |  |
| **21. Are screenshot images created using the snipping tool for tutorials?** | Screenshot images are used throughout and enhanced with editing tools. | Many screenshot images are used for the tutorials. | Insufficient screenshot images are included. |  |
| **Using Interactive Websites** |
| **22. Is the Weebly template customized by editing the HTML and CSS code?** | Excellent customization of editing the HTML and CSS coding to make the template unrecognizable. | Customization of the HTML and CSS coding is evident. | The website template lacks effective customization of the HTML and CSS coding. |  |
| **23. Is an instructional video created to enhance the website?** | An effective instructional video with audio is created to enhance the website experience. | An instructional video without audio is created to enhance the website experience. | An instructional video is missing (0) or ineffective (1), not enhancing the website experience. |  |
| **24. Is the instructional video shared using Dropbox?** | The instructional video is shared using Dropbox. | - | The instructional video is not shared using Dropbox (0) |  |
| **25. Is Google Analytics included to gather helpful information of the user experience?**  | Google Analytics is embedded on every page within the site to increase the collection of user data. | Google Analytics is embedded on some pages within the site. | Google Analytics is used on the home page only (1) or is missing (0).  |  |
| **26. Is Google Drive used to share documents (such as the instructions and rubric)?**  | Google Drive is effectively used to share the instructions (to view only) and the rubric (to edit). | Google Drive is used to share the documents. | Google Drive is used to share one document (1) or is not used (0).  |  |
|  |  |  | **MARK:** | **/78** |