

Web Page Rubric

Criteria	Incomplete	Not Yet Proficient	Partially Proficient	Proficient	Exemplary	Score
Content	Information is incomplete or not correct. The Web page does not have a clear purpose or central theme.	Information is not always clear or correct. The theme or main idea of the Web page is more or less clear but does not relate to the purpose or theme of the project.	Information is clear and correct. The theme or main idea of the Web page is more or less clear and related to the purpose or theme of the project.	The content has accurate and useful information. The theme or main idea of the Web page is clear and related to the purpose or theme of the project.	The theme or main idea of the Web page is clear, and pages link to related information. The content has accurate and very useful information. The theme or main idea is very clear. The Web pages link to quality information.	
Writing Process	Difficult to understand the main idea, many errors in spelling, grammar.	Many errors but a reader can understand the main idea.	Easy to understand, with some errors.	Clear, concise, and basically well written; still has a few errors.	Clear, concise, and well written and edited with no serious errors.	
Development Process	Written sheet submitted to teacher.	Text for page entered into simple word processor or HTML creation program.	Draft page is printed from within browser; text on page relates to original plan.	Evidence of revision of page; text relates very closely to original plan.	A reflection of development process is given to the teacher.	
Web Skill	1 page.	1 page with TITLE, heading.	2 pages (or 1 page with links to other resources).	3 pages with clear order, labeling and navigation is clear; links work	3–5 pages with clear order; labeling and navigation is clear; links work. Used storyboarding.	
Layout	Layout has no structure or	Text broken into paragraphs and/or	Uses headings; sections labeled; some	Organized and consistent; good	Appearance of the page looks profession-	

Adapted from: Source unknown.

	organization.	sections	formatting.	formatting.	al.	
Images	No images, or images that are the wrong type.	Images unrelated to page; images recycled from other pages on the Internet; images too big/small or poorly cropped or have color problems.	Images related to page/text; images were recycled from other pages on the Internet. Images too big/small or poorly cropped or have color problems.	Images are related to page/text; some images are produced by student. Most images are correct size or resolution.	Images have strong relation to page/text; some images are produced by student; images have proper size, resolution, colors, and cropping.	
Group Work	Never works toward group goals or contributes. Is not sensitive to the feelings of others.	Sometimes works toward group goals and contributes. Is not often sensitive to the feelings of others.	Usually works toward group goals and contributes. Is usually sensitive to the feelings of others.	Works toward group goals and contributes. Sensitive to feelings of others. Helps identify needed changes and action.	Consistently works toward group goals; is sensitive to feelings of others and values all members. Encourages group action for change.	