

## Web Site Design : Travel to Space

Teacher Name: **Dena Faust**

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
<b>Content</b>				
Purpose	The brochure has a well-stated clear purpose and theme that is carried out throughout the site.	The brochure 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 brochure is somewhat muddy or vague.	The brochure lacks a purpose and theme.
Accuracy	All facts in the brochure are accurate.	99-90% of the facts in the brochure are accurate.	89-80% of the facts in the brochure are accurate.	Fewer than 80% of the facts in the brochure are accurate.
Interest	The author has made an exceptional attempt to make the content of this brochure interesting to the people for whom it is intended.	The author has tried to make the content of this brochure interesting to the people for whom it is intended.	The author has put lots of information in the brochure but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience.
Learning of Material	The student has an exceptional understanding of the material included in the product.. Can easily answer questions about the content and procedures used to make the brochure.	The student has a good understanding of the material included in the product. Can easily answer questions about the content and procedures used to make the brochure.	The student has a fair understanding of the material included in the product. Can easily answer most questions about the content and procedures used to make the brochure.	Student did not appear to learn much from this project. Cannot answer most questions about the content and the procedures used to make the brochure.
<b>Layout</b>				
Layout	The brochure has an exceptionally attractive and usable layout. It is easy to locate all important elements. <i>White space, graphic</i>	The brochure has an attractive and usable layout. It is easy to locate all important elements.	The brochure has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The brochure is cluttered looking or confusing. It is often difficult to locate important elements.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the brochure.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the brochure.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the brochure.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the brochure.
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the brochure, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the brochure, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the brochure.