

	8	6	4	2	Score
C O N T E N T	There is a clear statement of purpose, theme or main idea for this Web project. There is a rich variety of relevant supporting information that is useful. All sources of information are properly and clearly credited. Information presented appears to be accurate, complete, and current. There is excellent evidence of student learning and effort.	The purpose, theme or main idea of this Web project is not clearly stated or may be vague. There may be some question about the sources of some information, pictures, graphics, or other content. Information presented may be accurate, complete, and current but this is not always clear. There is substantial evidence of student learning and effort.	This Web project lacks a clear sense of purpose or central theme. Some of the information may not seem to fit. Citation of sources needs improvement. Information is incomplete, out of date, and/or incorrect. There is adequate evidence of student learning and effort.	The text may read like a collection of disconnected, random thoughts. There is not enough detail and information to support the project. No citations are given. Information is incomplete, out of date, or incorrect. There is little evidence of student learning and effort.	
C O N V E N T I O N	Clear, concise, well-written, no spelling or grammatical errors.	Few syntax, spelling or grammatical errors.	Moderate amount of spelling, syntax, and/or grammatical errors.	Many spelling and grammatical errors.	
L A Y O U T / D E S I G N	The opening page introduces the overall structure of the site. Sequencing from page to page is logical and effective. There is unity and consistency among text and fonts. There are clear and attractive transitions between pages Text and font elements are arranged to create and organized “white space” and contrasting colors.	The opening page introduces the structure of the site however the reader may not know what to do next. Text and graphic elements are arranged but lack appropriate "white space" appearing cluttered. There is adequate unity but some inconsistency among text and graphic elements. There are inconsistencies in transitions.	The opening page does not adequately introduce the structure of the site. Details seem unrelated and information is not grouped logically. Project has text and graphics however they lack or have too much "white space". There is little unity and consistency among text and graphic elements. Transitions need improvement.	The opening page does not introduce the structure of the site. The sequencing makes the project hard to understand Project lacks text of graphic with no original” white space” There is no unity or consistency among text and graphic elements. Pages are disconnected and unrelated.	
T E C H - E L E M E N T S	Navigation is clear and consistent throughout the project. The use of links make in it clear how to continue to explore an idea with approximate layers of detail. Links to other sites represent a valuable collection of resources related to the topic.	While it is usually easy to navigate, a visitor may be unsure of where to go next. Links to other web sites are usually appropriate and interesting, but it is not clear how they are related to the purpose.	The project has some links, buttons, or menus. Sometimes it is difficult to determine which links are central to the project. Links to other web sites don't seem to contribute to the project purpose or main idea.	It is easy to get lost in this project. There are few useful buttons. Menus, and/or navigation tools. There are no supporting links to other websites.	
A P P E A R A N C E	The overall appearance of the pages are pleasing. Titles, text, colors, and fonts are exemplary.	Overall graphic balance and organization of the pages are acceptable. There is an appropriate balance of easy to read titles, text, colors and graphics. The project is attractive but promotes limited viewer interest.	Colors, backgrounds and/or text are not used effectively, but the pages are readable. Icons and other graphical elements don't seem to serve any useful purpose other than for decoration. The project is unattractive or distracting.	The colors or background are too busy which make the text hard to read. There are few icons or graphical elements. The project is unattractive and distracting.	

LEGEND	
8	ADMIRABLE
6	ACCURATE
4	BASIC
2	INACCUATE