



Rubric for Classroom Web Pages

Name \_\_\_\_\_

CRITERIA	Exemplary	Proficient	Partially Proficient	Unsatisfactory	POINTS
Relevance of Content to Students and Parents	9 points	6 points	3 points	0 points	___/9
	The content has a unique main idea/purpose/theme and includes useful educational information for students and parents.	The purpose, theme, or main idea of the website is evident with appropriate educational information for students and parents.	The theme or main idea of the website is vague and does not create a strong sense of purpose or include educational information that students and parent can use.	The website lacks a clear purpose or central theme and is not useful to students and parents.	
	The content is written clearly and concisely and points readers to high quality, up to date pertinent resources. The content is highly informative and provides essential information to the reader. Information is updated frequently and includes the date of the update to emphasize freshness of content. The website showcases students' research projects, data collection assignments, Q&A forums, or other assignments to promote interaction between students, teachers, and parents.	The content points readers to quality information resources. The content is informative and provides useful information to the reader.	The content points readers to information that does not relate to the purpose or theme of the page. Information is incomplete or inaccurate.	The content points readers to some information resources which are inaccurate or misleading or inappropriate for the intended audience.	
	The website includes feedback loops such as surveys, forms, or questionnaires.	The website includes one feedback loop such as a survey, form or questionnaire.	The website does not include feedback loops such as surveys, forms, or questionnaires.	The website does not include feedback loops such as surveys, forms, or questionnaires.	
	Annotations include motivating questions and advanced organizers that provide the reader with sense of what will be found on each web page.	There are clear annotations describing Web-based resources so that readers can navigate through the sites easily and locate the needed information.	A few of the annotations are missing or do not describe the resources clearly so that readers can navigate through sites easily and locate the needed information.	Several annotations are missing or do not describe what students will find at the site or do not include advanced organizer questions to assist students in navigating easily through sites to locate the needed information.	
Notes					
Use of Photos, Graphics, Sound, Animation and Video	6 points	4 points	2 points	0 points	___/6
	All of the photographs, graphics, sound and/or video enhance the content and create interest.	Most of the photographs, graphics, sound and/or video enhance the content and create interest.	A few of the photographs, graphics, sound and/or video are inappropriate for the content and do not create interest.	The photographs, graphics, sounds, and/or videos are inappropriate for the content or are distracting decorations that create a busy feeling and detract from the content.	
	All photos, graphics, audio and/or video files are high quality images or sound with proper voice projection, appropriate language, and clear	Most of the photos, graphics, audio and/or video files are high quality images or sound	Some of the photos and graphics are not high quality images. A few of the audio and/or video	Many of the photos and graphics are not high quality images or are not properly edited for Web	

	delivery. Background audio is kept in balance and does not overpower the primary audio.	and effectively enhance the content and create interest. Background audio is kept in balance and does not overpower the primary audio.	files are edited with inconsistent clarity or sound (too loud/too soft/garbled) and ineffectively enhance reflective statements, do not create interest, and are inappropriate examples for one or more teaching standards. A few files have background audio that overpowers the primary audio.	display. Audio and/or video files are not edited or exhibit inconsistent clarity or sound (too loud/too soft/garbled) and ineffectively enhance reflective statements. The audio and/or video files are inappropriate examples for the content. The background audio overpowers the primary audio.	
	Information is included concerning the size of the files when providing links to images, sounds, movies, or other files.	Information is included concerning the size of most of the files when providing links to images, sounds, movies, or other files.	Information is included concerning the size of a few of the files when providing links to images, sounds, movies, or other files.	No information is included concerning the size of files when providing links to images, sounds, movies, or other files.	
	Creativity and original images enhance the content of the Web pages in an innovative way.	Most of the files show use of creativity and original images to enhance the content of the Web pages.	Some use of creativity or original images is evident that enhances the content of the Web pages.	No use of original images is evident to enhance content of the Web pages in an innovative way.	
Notes					
Fair Use Guidelines	6 points	4 points	2 points	0 points	___/6
	Fair use guidelines are followed with proper use of citations throughout the Web page.	Fair use guidelines are frequently followed and most non original material uses proper citations.	Sometimes fair use guidelines are followed and some non-original material uses proper citations.	Fair use guidelines are not followed. Non original material is improperly cited.	
Notes					
Internal and External Navigation	3 points	2 points	1 point	0 points	___/3
	All of the menus, navigation links and all internal links and sections of the website connect back to the home page and/or sitemap.	Most of the menus, navigation links and internal links to sections of the website connect back to the home page and/or sitemap.	Some of the menus, navigation links and internal links to sections of the website connect back to the home page and/or sitemap, but in other places the links do not connect to preceding pages or to the original index page.	There are significant problems with menus, navigation links and internal links to sections of the website and few or no connections back to the preceding pages or to the original index page.	
	All external links to connecting websites are active and functioning.	Most of the external links to connecting websites are active and functioning.	Some of the external links to connecting websites are not active and functioning.	Many external links to connecting websites are not active and functioning.	
	A sitemap/index is provided to make the site easy-to-access.	A limited sitemap/index is provided.	No sitemap/index is provided.	No sitemap/index is provided.	
Notes					

Layout and Text Elements	3 points	2 points	1 point	0 points	___/3
	The typography is easy to read, and point size varies appropriately for headings and text while maintaining a consistent style throughout.	Sometimes the typography is easy to read, but in a few places the use of fonts, point size, and color are inconsistent.	The typography is difficult to read and uses too many different fonts and colors, overuse of bold and/or underlines.	The text is extremely difficult to read due to inappropriate use of fonts, point size, italics, bold, and underlines.	
	Use of bullets, italics, bold, and indentations enhances readability.	Bullets, italics, bold, and indentations for headings and subheadings sometimes detract or do not enhance readability.	Inconsistent use of bullets, italics, bold, and indentations of text detracts from readability.	Lack of bullets, indentations for headings and sub-headings and body text make comprehension difficult.	
	Consistent format extends page-to-page. The layout uses horizontal and vertical white space appropriately.	A few minor format inconsistencies decrease readers' accessibility to the content. The layout uses horizontal and vertical white space appropriately in most places.	Some formatting tools are under- or over-utilized and decrease the readers' accessibility to the content. There are several format inconsistencies throughout the website. The layout uses horizontal and vertical white space inappropriately in some places.	Many formatting tools are under- or over-utilized and decrease the readers' accessibility to the content. There are numerous format inconsistencies throughout the website. The layout uses horizontal and vertical white space inappropriately and the content appears cluttered.	
	The background, colors and layout are artful and consistent across the website and enhance the readability of the information presented.	The background, colors and layout are consistent across the website and make it easy to read the information presented.	The background, colors and layout are distracting and make it difficult to read the information presented	The background, colors and layout make the site unattractive, and it is difficult to read the information presented.	
Notes					
Contact Person, Copyright and Update Information	3 points	2 points	1 point	0 points	___/3
	Each Web page includes a footer with a working email link to the author of the website or contact person including department name, telephone and fax numbers with area codes, a connecting link to homepage, date of creation or revision, and copyright information.	The Web pages include a footer with two of the criteria.	The Web pages include a footer with one of the criteria.	No footer is included on the Web pages.	
Notes					
Speed Web Pages Load	3 points	2 points	1 point	0 points	___/3
	The Web page graphics are small in byte-size or optimized by providing image height= and width= tags, and pages download quickly for the target audience.	The Web page graphics are generally small enough to download reasonably fast for the target audience. Graphics could be optimized by using height= and width= tags so text loads before the images.	The Web page graphics and content do not download quickly for the target audience. Images are large and require a long time to download.	The Web page graphics and content take a long time to download for the target audience due to excessively large graphics or too many graphic elements on a page or graphics that have not been optimized.	
	Descriptive alt= tags for each image provide text-only users with a good idea of what is shown in each graphic.	Most images include the alt= tags, and the alt= tags are fairly descriptive.	Most images do not include the alt= tags, and the alt= tags could be more descriptive.	All images lack alt= tags.	

Notes					
Writing Mechanics	3 points	2 points	1 point	0 points	___/3
	The text has no errors in grammar, capitalization, punctuation, and spelling.	The text has a few errors in grammar, capitalization, punctuation, and spelling requiring minor editing and revision.	The text has errors in grammar, capitalization, punctuation, and spelling requiring editing and revision. (four or more errors)	The text has many errors in grammar, capitalization, punctuation, and spelling requiring major editing and revision. (more than six errors)	
Notes					
TOTAL POINTS					___/36
Notes					

Evaluation scale:

A - Exemplary: 32-36 points

B - Proficient: 28-31 points

Partially Proficient or Unsatisfactory: Needs to be resubmitted - fewer than 28 points

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Original online at: <https://www2.uwstout.edu/content/profdev/rubrics/webpagerubric.html>