

Personal Education Website—Assessment Rubric

Name _____

Criteria	Exceeds Standard	Meets Standard	Below Standard
Project Plan Includes required elements	Site map and storyboard clearly illustrate page content, layout, navigation, and the four design principles	Page layout & site map lack content, layout, navigation, or design principles	Site map & storyboard lack 2 of the following--content, layout, navigation, or design principles
HTML Code used effectively	All pages with return links	One or more pages without return links	Home page plus 2 additional pages with return links
	Background color or image present, consistent and effective	Background color or image is not consistent throughout site	Background color or image makes pages hard to read
	Table is used to organize an entire page	Table is included with appropriate cells, columns, & rows	Table is included but all cells are not utilized appropriately
	Images serve a clear purpose, are appropriate size, & have captions	Images are reasonable size but some lack captions & purpose	Images are too large & don't have captions
	HTML and file structure are clear and follow proper format--i.e. no spaces in file names, all files saved in appropriate folders, and correct coding	HTML and file structure is close to proper format	HTML and files and/or folders are out of place
	Spelling and grammar are correct—all pages are ready for publication	One spelling or grammar error max per page	Less than 2 spelling or grammar errors per page
Site content appeals, engages and respects audience	Clear & strong sense of individual's personal identity	Identity apparent	Identity was clearly considered but not apparent
	Appropriate for and appeals to audience of employers, college admissions board, etc.	Appropriate but not appealing to employers, college, admissions board, etc.	Appealing but not appropriate; not enough content
	Thoughtful organization apparent	Some individual pages organized	Minimal organization 1-2 pages; not enough content
	There is a copyright statement at the bottom of each page and all images and text not created by author are properly cited.	Some sources properly cited	Minimal documentation of sources