

Personal Research 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	At least 4 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, effective and consistent	Background color or image not effective or 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 and 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 are 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	Maximum of 2 spelling or grammar errors per page
Site content appeals, engages and respects audience	Clear & strong sense of site's personality	Personality apparent but not consistent throughout site	Personality apparent on 1 page only
	Appropriate for and appeals to intended audience, largely original content	Appropriate but not original	Original but not appropriate or sources not documented; not enough content
	Topic is thoughtfully and logically organized throughout the site	Some individual pages thoughtfully organized	Minimal organization 1-2 pages
	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