

Website Design Rubric

	Beginning 1 points	Developing 2 points	Meets Standard 3 points	Above Standard 4 points	Score
1. Simplicity					
In terms of Web design, simplicity refers to an approach to express something in a complete and efficient way.	<ul style="list-style-type: none"> • web page is too busy • people reading it cannot find what they want quickly. excessive use of graphic elements 	<ul style="list-style-type: none"> • web page is somewhat busy • people reading it will have difficulty finding what they want quickly. excessive use of graphic elements. 	<ul style="list-style-type: none"> • content is simple and to the point. • appealing graphic elements are included appropriately. • differences in type size and/or color are used well. 	<ul style="list-style-type: none"> • content is simple and to the point. • design is easy to understand in many ways 	
2. Consistency					
The design must be consistent in the whole website. Each page must be predictable and look similar to each of the other pages in color, text format, and/ or some familiar layout.	<ul style="list-style-type: none"> • background, text format, and color usage are randomly chosen • pages seem unrelated 	<ul style="list-style-type: none"> • background, text format, and color usage are randomly chosen with few consistent elements throughout 	<ul style="list-style-type: none"> • background, text format, and color usage are somewhat consistent with little inappropriate variation. 	<ul style="list-style-type: none"> • background, text format, and color usage are carefully chosen to produce a consistent screen layout for all your pages. 	
3. Color Schemes					
Color scheme refers to a set of colors you use on your Web components including text, background, link, visited link, active link, border, and table.	<ul style="list-style-type: none"> • little thought went into the choice of colors. • choice of colors and combinations are negative 	<ul style="list-style-type: none"> • little though went into the choice of colors. • colors do not match the character of the site 	<ul style="list-style-type: none"> • color is used somewhat appropriately to produce an atmosphere that expresses the character of the Web site. 	<ul style="list-style-type: none"> • color is appropriately used to produce an atmosphere that expresses the character of the Web site. 	

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4. Audience					
The audience will influence every aspect of your website's design	<ul style="list-style-type: none"> • tone of language not appropriate • use of graphics and/ or colors is not appropriate for audience 	<ul style="list-style-type: none"> • audience is not defined or poorly defined through confusing use of tone and language structure 	<ul style="list-style-type: none"> • tone of language is mostly appropriate • use of graphics and colors is mostly appropriate for audience. 	<ul style="list-style-type: none"> • tone of language appropriate for audience • use of graphics and colors is appropriate for audience. • audience is well defined. 	
5. Structure/ Navigation/Format					
Good websites are well organized. Their content is presented in a clear manner that is easy to follow. You should ensure that the readers get around your website with ease. Blocks of text and images must be of appropriate size.	<ul style="list-style-type: none"> • content is confusing and difficult to follow. • site is difficult to navigate. • not intuitive. • large images that take long to load. 	<ul style="list-style-type: none"> • content is somewhat confusing and difficult to follow. • site is somewhat difficult to navigate. • too much textual information. 	<ul style="list-style-type: none"> • content is presented in a clear manner that is easy to follow • navigation is difficult • not intuitive. 	<ul style="list-style-type: none"> • content is presented in a clear manner that is easy to follow. • readers can get around your website with ease. • there are no blind links. 	
6. Included website skeleton checklist					
You received a checklist that had all the specifications for the "skeleton" of your website.	None of the elements required are displayed.	Skeleton is incomplete or poorly done.	Skeleton is mostly complete with one or two errors	Skeleton is complete with no missing pieces	
		0-12 Needs work 12-16 Developing 17-21 Meets Standard 21-24 Above Standard			/ 24