

## ECCS Department – Web Site Rubric

Course: \_\_\_\_\_

Date: \_\_\_\_\_

Student(s): \_\_\_\_\_

URL: \_\_\_\_\_

|  | <b>3 - Expert</b>  | <b>2 - Practitioner</b>   | <b>1 - Apprentice</b>   | <b>0 - Novice</b>   |
|--|--|---|---|---|
| <b>Informational Content</b><br><br>Score: _____ | <ul style="list-style-type: none"> <li>• Presented information is well-written, concise, accurate and complete.</li> <li>• Answers to all expected questions can be found on the site.</li> <li>• Contact information of all students is present and will be still valid in the future.</li> </ul>       | <ul style="list-style-type: none"> <li>• Presented information is accurate and complete.</li> <li>• Answers to most expected questions can be found on the site.</li> <li>• Contact information of all students is present.</li> </ul>                      | <ul style="list-style-type: none"> <li>• Presented information is incomplete or inaccurate in places.</li> <li>• Answers to some expected questions can be found on the site.</li> <li>• Contact information of some students is not present.</li> </ul>              | <ul style="list-style-type: none"> <li>• Presented information is grossly incomplete and/or inaccurate.</li> <li>• Answers to few expected questions can be found on the site.</li> <li>• Contact information is not available.</li> </ul>  |
| <b>Layout and Design</b><br><br>Score: _____     | <ul style="list-style-type: none"> <li>• Pages are attractive and consistent in style throughout the site.</li> <li>• Site is well organized and is easily navigated from any page.</li> <li>• Graphic elements are appropriate, of high quality, and are creatively used to enhance content.</li> </ul> | <ul style="list-style-type: none"> <li>• Pages are attractive, but not consistent in style throughout the site.</li> <li>• Site is well organized.</li> <li>• Graphic elements are appropriate and are of acceptable quality to enhance content.</li> </ul> | <ul style="list-style-type: none"> <li>• Pages are not attractive, but do not distract.</li> <li>• Site is not well organized.</li> <li>• Graphic elements are not always appropriate or are of inferior quality.</li> </ul>  | <ul style="list-style-type: none"> <li>• Pages are unattractive.</li> <li>• Site is not organized or consists of a single page.</li> <li>• Graphic elements are not appropriate or not used, or are of such poor quality that they detract from content.</li> </ul>   |
| <b>Technical Elements</b><br><br>Score: _____    | <ul style="list-style-type: none"> <li>• All links work.</li> <li>• Graphics used on page download quickly; thumbnails are used as appropriate.</li> <li>• All pages have an appropriate title.</li> </ul>   | <ul style="list-style-type: none"> <li>• One broken link is present.</li> <li>• Graphics used on page download in a short amount of time.</li> <li>• Most pages have an appropriate title.</li> </ul>   | <ul style="list-style-type: none"> <li>• Two broken links are present.</li> <li>• Graphics used on page causes user to wait for page to download images that contain acceptable content.</li> <li>• Some pages have an appropriate title.</li> </ul>                  | <ul style="list-style-type: none"> <li>• Three or more broken links are present.</li> <li>• Graphics used on page causes user to wait for page to download images that do not contain acceptable content.</li> <li>• Few if any pages have an appropriate title.</li> </ul>   |
| <b>Color and Typography</b><br><br>Score: _____  | <ul style="list-style-type: none"> <li>• Font type used is visually appealing and is of appropriate size and style to make text easy to read.</li> <li>• Color selection for foreground and background are consistent, visually pleasing and usable.</li> </ul>  | <ul style="list-style-type: none"> <li>• Font type used is of appropriate size and style for readable text.</li> <li>• Color selection for foreground and background are mostly consistent and usable.</li> </ul>   | <ul style="list-style-type: none"> <li>• Font type used is not always of appropriate size or style, causing some difficulties in reading.</li> <li>• Color selection for foreground and background cause difficulties for those with color-impaired vision</li> </ul> | <ul style="list-style-type: none"> <li>• Font type used is distracting and/or unattractive; size and/or style used makes text hard to read.</li> <li>• Color selection for foreground and background lack sufficient contrast, are clashing, of contain too many colors to the point that the text is hard for anyone to read.</li> </ul> |

Comments:

Evaluator Signature: \_\_\_\_\_