**Website Creator(s):** **Audience & Purpose:**

**URL:**

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| **Website Rubric** 2011 | | | | | | |
|  | **Outstanding- 4** | **Average- 3** | **Developing- 2** | **Poor- 1** | **Comments** |  |
| **Purpose:**  **Mission Statement**  **& Home page** | Outstanding  The site has a thorough and clear mission statement (congruent with above stated “Audience & Purpose”) that is extremely well written. In addition, the home page clearly communicates the purpose of the site; the viewer has no doubt what the creator wishes to accomplish. | Average  The site has a clear mission statement (congruent with above stated “Audience & Purpose”). In addition, the home page clearly communicates the purpose of the site. | Developing  The mission statement is vague or confusing, perhaps not congruent with stated “Audience & Purpose”. The home page may not clearly communicate the purpose of the site, leaving the viewer unsure as to what the creator wishes. | Poor  The site lacks a mission statement or the mission statement is poorly written. The home page leaves the viewer confused as to what the creator wishes to accomplish. | Comments/Recommendations |  |
| **Colors & Fonts** | Outstanding  Colors of background and fonts form an eye-catching and pleasing website for the intended audience. They do not detract from the content and purpose, and are consistent across pages. In addition, the fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability. | Average  Colors of background and fonts do not detract from the content and purpose, are appealing to the intended audience, and are consistent across pages. In addition, the fonts are consistent, easy to read and point size varies appropriately for headings and text. | Developing  Colors of background and fonts do not detract from the content and purpose, but may not be appealing to the intended audience or are not consistent throughout. The fonts are somewhat consistent and point size varies appropriately for headings and text. | Poor  Colors of background and fonts make the content hard to read or otherwise distract the viewer. They may not be congruent with the purpose and intended audience. In addition, a wide variety of fonts, styles and point sizes are used without consideration to readability, or without attention to appropriate emphasis. | Comments/Recommendations |  |
| **Page Layout** & **Organization** | Outstanding  Web pages have an exceptionally attractive and very user-friendly layout. All important elements are easy to locate and ordered logically; page titles clearly indicate the content within. | Average  Web pages have an agreeable and usable layout. It is easy to locate all important elements; page titles indicate the content within. | Developing  Web pages have a usable layout, but may appear busy or boring. Viewer can locate some of the important elements. Some pages may seem redundant. Page titles may not clearly indicate the content within. | Poor  Web pages are cluttered or confusing. It is often difficult to locate important elements. The page titles do not clearly indicate the content within. | Comments/Recommendations |  |
| **Graphics/Video** | Outstanding  All graphics and video are related to the theme/purpose of the site, are thoughtfully cropped (and edited), are of high quality and enhance reader interest or understanding. | Average  All graphics and video are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. | Developing  Some of the graphics and video are related to the theme/purpose of the site, and are of good quality. | Poor  Graphics and/or video seem randomly chosen, are of low quality, and/or distract the reader. | Comments/Recommendations |  |
| **Spelling and Grammar** | Outstanding  There are no errors in spelling, punctuation or grammar. The site contains excellent sentence structure and word use. | Average  There are minimal errors in spelling, punctuation or grammar and the reader is not distracted by these errors. | Developing  There are many errors in spelling, punctuation or grammar, making it distracting for the reader. | Poor  There are so many errors in spelling, punctuation or grammar that it is difficult to read the pages. The reader is distracted by errors. | Comments/Recommendations | **Spelling and Grammar** |
| **Borrowed Content—**  **Research and**  **Citation**  (Text, graphics, sound and video that come from sources.) | Outstanding  The site contains a wealth of information gathered from credible sources. ALL borrowed ideas and graphics are artfully cited WITHIN THE TEXT. | Average  The site contains information gathered from credible sources. ALL borrowed ideas and graphics are cited WITHIN THE TEXT. | Developing  The site contains little information gathered from credible sources OR  borrowed ideas and/or graphics are not all cited. | Poor  The site contains no information from credible sources  OR  None of the borrowed ideas and graphics are cited. | Comments/Recommendations |  |
| **Original Content—Quantity**  (Text, graphics, sound, video that have been produced by the creator.) | Outstanding  The site has a wealth of relevant and useful information in the form of ORIGINAL graphics, video, and text. | Average  The site has a lot of information in the form of ORIGINAL graphics, video, and text. | Developing  The site, while containing ORIGINAL text, graphics, and video, feels a bit empty or may rely too much on borrowed ideas (text), graphics, or video. | Poor  The site is definitely “under construction.” There is no evidence that any of the content has been originally created. | Comments/Recommendations |  |
| **Content--Cogency**  (Persuasive Relevance) | Outstanding  All information on the website is accurate and logically ordered; all content is interrelated and clearly devoted to obtaining the goal of the site. In addition, the creator has struck an effective balance of the three appeal types (logos, ethos, pathos) in making the argument. | Average  All information on the website is accurate, and most of the content is related and relevant to the site's purpose. In addition, the creator has incorporated the three appeal types (logos, ethos, pathos). | Developing  Most of the information provided on the website is accurate, and some of the content is related to the theme of the site. In addition, the creator has incorporated the three appeal types (logos, ethos, pathos), but may rely too heavily on one or two of them. | Poor  There are many inaccuracies in the content, and/or the content is dry and unrelated to theme. In addition, the creator relies too heavily on one of the appeals, or has not incorporated all three, making the argument unbalanced. | Comments/Recommendations |  |
| **Interest** | Outstanding  The authors have made an exceptional attempt to make the content of the site interesting to the intended audience, who would find it difficult to stop reading all of the content and articles and who would be COMPELLED to participate or make the intended change. | Average  The authors have tried to make the content of the site interesting to the intended audience, who would find most of the content interesting and perhaps be interested in participating or make the intended change. | Developing  There is little evidence that the authors tried to present the information in an interesting way; very few parts would be interesting to the intended audience. | Poor  The authors have not created interesting content that moves the intended audience toward change. | Comments/Recommendations |  |

**Bonus Point:** You may award a bonus point if the website contains authentic evidence of active involvement with the audience It intends to reach OR shows authentic evidence that the website has made a positive difference in peoples’ lives. If you award a bonus point, you must explain clearly, but briefly, why you have done so. The following can be considered for earning a bonus point: blogging participation, visitor feedback, evidence of volunteer participation. In other words, any evidence that the creator has accomplished in any way what he/she/they set out to do. (Sorry, Facebook likes and tweets will not count as evidence towards a bonus point.)