

Group Project Rubric -Website Design
Wood Team

Objectives	Select Quality Criteria that Best Matches Project			Score
Design	2 points The page design is not entirely appropriate to the content or its intended audience	3 points The page design is visually pleasing, although it may not be entirely appropriate to the content or its intended audience	4 points The page design is visually pleasing, supports the page content, and is appropriate for its intended audience	4
Images	2 points Several images on the site have problems with either design or mechanical presentation	3 points The images are well designed for the most part, although there may be some minor problems with either design or mechanical presentation	4 points The images are well designed and mechanically effective, without distortion, excessive dithering, haloes or other negative graphic effects.	4
Layout	2 points The page layout is usable, but it has problems with clarity or placement of elements.	3 points The sites layout is largely effective, although there may be some occasional problems with clarity or placement of elements	4 points Pages use an effective and uncluttered layout, using background color to enhance the readability of text and the appearance of graphics	4
Text	2 points Text on the site has a problem with either style or mechanics or both.	3 points Text on the site is readable and reasonably well written, although there may be minor mechanical errors	4 points Text on the site is well written and presented effectively, using readable fonts and text design and without major mechanical errors (grammar, punctuation, and spelling).	4
Navigation	2 points A reader can get around the site, but only with some difficulty	3 points The site is well organized and easy to navigate for the most part, with clear relationships between pages; however, some sections may be more difficult to find or there may be "dead end" pages	4 points The site is well organized and easy to navigate; the relationship between pages is clear and it's easy to find an individual page; each page is clearly linked to another; links are appropriate, clearly labeled, and have a definite purpose; page titles are appropriate to content and have a definite purpose	3
Mechanics	4 points The site includes missing pictures or broken links, but is	6 points Everything on the site works: there are no missing graphics or broken links; it can be	8 points Everything on the site works: there are no missing graphics or broken	6

	readable by both the major browsers	read with Explorer (PC) and Safari and shows equally well on PC and Mac	links; it can be read with Firefox, Explorer (PC) and Safari (Mac) and shows equally well on PC and Mac	
Download Time	2 points The site takes too long to download, pushing the limits of a user's patience	3 points The site takes some time to download, although it doesn't entirely exhaust the user's patience	4 points The site download time is reasonable, and doesn't make extreme demands on the user's patience; multimedia elements load quickly or file size is indicated with option to download	4
HTML/XHTML/CSS	4 points The XHTML/HTML code has several problems, including incorrect or unnecessary tags. Meta tags are not included. The site does not use CSS elements to control design, content and layout	6 points The XHTML/HTML code is largely clean, although there may be a few questionable tags. Some pages validate as XHTML compliant. The site uses some CSS elements to control portions of design, content and layout	8 points The XHTML/HTML code is clean, without misused tags: tags are nested and complete, a minimum of tags are used (use one tag with several attributes instead of repeated tags), header tags are used as headers; all site names including folders, pages, images, frames use lower case text with no spaces, and meta tags are used. The site validates as XHTML transitional at the W3C.org. The site consistently uses CSS elements to control design, content, and layout	8
Credibility	2 points Site leaves user wondering about its origin and sources	3 points Site includes author, contact person with e-mail address, date created or updated, and no copyright infringement	4 points Author's name, affiliations, and credentials are included; contact person with e-mail address is present; site is bias-free or explicitly states point of view; material is original or includes appropriate citations with no copyright infringement; site includes date created or updated	3
Total Score				40
Maximum Points Possible				44

Originally created by TinkerTech.net. Modified to suit the needs of our group.