Kansas Student Technology Leaders

WEB DESIGN RUBRIC

Webdesign	Beginning 1	Developing 2	Accomplished 3	Distinguished 4
Content – Is your website staying focused on the purpose of the topic you chose? Is your organization of the information easy to understand? Have you explained the topic well enough the user follow your steps.	The Content is mixed or does not totally relate to the topic you chose. The content does not show what you have learned.	The content on the topic shows promise but does not stay focused on the purpose of the site. Content is hard to follow and understand. Does not show you have learned everything about the topic.	The content is easy to understand, and the topic is complete except for a few missed areas of the topic. Seems to be planned, but needs more research and information to give it an adequate finish. Learning was accomplished.	You cover the topic completely; it is easy to understand and follows in a logical order that is easy to understand. Excellent topic with a well planned direction & idea. Learning was exemplary.
Creativity – Your website project should show your independence in learning and idea making.	You may have had a good idea but you did not use your own ideas creatively. There are discrepancies in the topic formulation.	Some creativity is shown, but you were brief in development, implementing your idea, and not planning it out.	You show a very creative idea for a topic, you needed to focus on topic. You either went to broad and could not cover the topic completely or to narrow and not enough.	The topic is well thought out, creative and innovative. Shows clearly that you designed this with your own ideas and were resourceful.
Design – Does your website show a visually appealing look? Are the colors and text complimentary and easy to read? Does the layout have a logical flow so the viewer knows where to go to and return?	Your page text and graphics are hard to read. The colors make it hard to read the text and pictures or graphics. The page loads very slowly, which may discourage the user from visiting the site.	The page design is readable but the text varies too much in font style and the graphics are cluttered and not clear. Missing some clarity of defining or relating to your project. The page still loads slowly.	The design relates well to the topic, uses appealing colors and is easy to read. Labeling is good and easy to understand. Still needs some clarity of defining or relating to your topic.	The design is well thought out, easy to follow, and defines the purpose of the website topic. Excellent choice of fonts and colors, without clutter of text and graphics. Your page loads quickly.
Navigation / Functionality – Your website should be easy to navigate forwards and backwards, with working hyperlinks. Page opens within the constraints of a laptop monitor.	Navigating the site is difficult. Hyperlinks are absent and confusing follow. When returning to the home page it is hard to find away back without using the browser back arrow.	Navigation of the site is cumbersome but functional. Return buttons could be better placed. Some of the hyperlinks are confusing and do not work. Requires some scrolling, both down and to the sides to see the page.	Navigation is good. Pages and links are easy to maneuver and find. Hyperlinks are prominent but some are misplace. Pages require some scrolling but information can be found. Functionality is good.	Navigation is excellent and well planned. All links are easy to find, and work. It is easy to understand. Functionality is excellent.
Mechanics – Your textual grammar and usage should be correct.	You have too many grammatical errors and usage is incorrect.	There are a few errors in grammar and usage.	Grammatically correct but some words are unclear in meaning.	Grammatically correct and used in the proper context.
Copyright – Are the sources cited or listed and credit given to sources used from others? Is copyright law followed?	Copyright Law is not considered, includes violations. Sources are not cited.	Copyright adherence is questionable. A few sources are cited but not all of them.	Copyright statements & permissions are included. Most sources are properly cited.	Copyright statements & permissions are included. All legal requirements are met and sources cited.
Documentation – Do you understand the content you have created?	You do not understand the content of what you have created.	You have a general idea of what was created but do not know the topic and how it was designed.	You have an understanding of what was created and some in-depth knowledge from the content.	Excellent understanding of the content and how it was created.
Oral Presentation – How you Communicate effectively with the audience and the judges.	You struggled in the presentation, with poor voice projection, no eye contact with the audience, and no introduction. Communication of your idea was broken and hard to follow.	You are too slow or too fast in your delivery. Communication of your idea was broken and hard to follow. Your voice projection was low with several mispronounced words, and "um's" between statements. Made infrequent eye contact. You forgot to introduce yourself and the project.	Your delivery was clear. Communication of ideas was good. Your voice projection was adequate with very few mispronounced words, and "um's" between statements. Made good eye contact. You introduced yourself and the project.	You were energetic, relaxed, and enthusiastic, with a clear delivery. Well-rehearsed. Your voice, eye contact and pacing held the attention of audience.

SCHOOL NAME: STUDENT NAME:

TOTAL SCORE:

JUDGES RANK:

JUDGES SIGNATURE:

JUDGES PLEASE WRITE COMMENTS ON THE BACK AND OR EMAIL THEM TO THE EVENT COORDINATOR