Web Design Evaluation Rubric

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| **Homepage (15 points)** | | | | | |
| Downloads efficiently. | 1 | 2 | | 3 | |
| Attractive, has strong eye appeal and has a clear title. | 1 | 2 | | 3 | |
| Index, table of contents or some other clear indicator of the contents of the site. | 1 | 2 | | 3 | |
| Site creator is clearly identified and information/method for contacting site creator is readily available. | 1 | 2 | | 3 | |
| Copyright date or date site was created is easy to determine. | 1 | 2 | | 3 | |
| **Layout and Design (27 points)** | | | | | |
| Tables are used for layout purposes. | 1 | 2 | | 3 | |
| Each section of the page is clearly labeled with headings. | 1 | 2 | | 3 | |
| Consistent format from page to page. | 1 | 2 | | 3 | |
| Text and background do not clash. | 1 | 2 | | 3 | |
| Text is legible. | 1 | 2 | | 3 | |
| Color and fonts (face, style) are effective and support both design and content. | 1 | 2 | | 3 | |
| Colors are consistent within site. | 1 | 2 | | 3 | |
| Pages are not long with a lot of vertical scrolling. | 1 | 2 | | 3 | |
| No horizontal scrolling. | 1 | 2 | | 3 | |
| **Navigation (15 points)** | | | | | |
| Consistent navigation bar on all pages. | 1 | 2 | | 3 | |
| Location of navigation bar is consistent on all pages. | 1 | 2 | | 3 | |
| Navigation path is clear and logical from home page. | 1 | 2 | | 3 | |
| Navigation path is clear to user from every page. | 1 | 2 | | 3 | |
| Link to home on every page. | 1 | 2 | | 3 | |
| **Content (27 points)** | | | | | |
| Grammar and spelling. | 1 | | 2 | | 3 |
| Rich content and there is enough information to make the site worth visiting or re-visiting. | 1 | | 2 | | 3 |
| The information is clearly labeled and organized. | 1 | | 2 | | 3 |
| Information is easy to find (not more than 3 clicks away). | 1 | | 2 | | 3 |
| Links to an external site that opens in new browser window. | 1 | | 2 | | 3 |
| Some images are used as links. | 1 | | 2 | | 3 |
| Graphics are of good quality. | 1 | | 2 | | 3 |
| Graphics illustrate content effectively and appropriately. | 1 | | 2 | | 3 |
| Bullets, spacing and indents effectively and attractively contribute to the overall design. | 1 | | 2 | | 3 |

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| **Technical Elements (21 points)** | | | |
| Home page is named “index.html”. | 1 | 2 | 3 |
| All internal and external links work and are clearly labeled. | 1 | 2 | 3 |
| Graphics download quickly. | 1 | 2 | 3 |
| Size of graphics is appropriate. | 1 | 2 | 3 |
| Alt tags used for all images and image links. | 1 | 2 | 3 |
| All pages have a title. | 1 | 2 | 3 |
| Site is equally effective with a variety of browsers including Internet Explorer and Firefox. | 1 | 2 | 3 |
| Optional: Audio files, video files and animations serve a clear purpose. | 1 | 2 | 3 |
| Optional: Animations, sound clips, etc., make a significant contribution to the site. | 1 | 2 | 3 |
| Optional: User has the option of “turning off” or skipping multimedia elements if used. | 1 | 2 | 3 |
| **Aesthetics, Overall Presentation & “Wow Factor” (10 pts)**  **scale: 1-10** |  | | |

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| **Total (Percentage):**  **0-59 Unsatisfactory**  **60-79 Satisfactory**  **80-94 Great job!!**  **95-100 Awesome!** |  |
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| **Comments:** | |