

**2022 WEBSITE DESIGN RUBRIC - "JUDGING CRITERIA" – ACTE**  
**Alabama Consortium for Technology in Education**

<b>WEBSITE DESIGN PRODUCTION</b>	<b>MINIMAL</b>	<b>PARTIAL</b>	<b>MASTERY</b>	<b>RANK</b>
<b>PORTFOLIO - DOCUMENTATION</b> <b>0 – 10</b> Did student(s) include citations for sources & permissions for non-student produced material?	<b>0 – 5</b> Little to none of the required documentation present.	<b>6 – 9</b> Some or most of the required documentation present.	<b>10</b> All required citations and permissions are present, or none needed.	
<b>PROJECT COMPLETION</b> <b>0 – 15</b> Did student(s) complete the entire project?	<b>0 – 5</b> Website incomplete. Cluttered looking, confusing, difficult to locate important elements. Links do not work.	<b>6- 10</b> Usable website layout but may appear busy or boring. Some links missing or do not work. Easy to locate most important elements.	<b>11 – 15</b> Website complete with exceptionally attractive and usable layout. Easy to locate important elements. Links clearly labeled and consistent.	
<b>CREATIVITY</b> <b>0 – 20</b> Did student(s) use a higher level of creativity throughout the design process and presentation?	<b>0 – 7</b> Minimal levels of creativity shown in the project design and oral presentation. Low quality graphics, images broken. Background detracts from the readability of site.	<b>8 – 14</b> Displays lower level of creativity in the design process and oral presentation. Good quality graphics relate to theme/purpose. Some broken images. Background attractive, consistent.	<b>15 – 20</b> Student displays high level of creativity throughout design and oral presentation. Unique, well planned and creative. Thoughtful high-quality graphics related to theme/purpose.	
<b>PURPOSE</b> <b>0 – 25</b> Did all parts of the project work together for the intended purpose?	<b>0 – 9</b> Little to none of the elements of the design fit the purpose of the project. Minimum amount of information. Many errors in grammar and spelling.	<b>10 - 17</b> Elements of the project are not cohesive. Website does not fully serve its intended purpose. Navigation inconsistent. Few errors in grammar and spelling.	<b>18 – 25</b> Layout and user interface consistent. Design and functionality impressive. No errors. Hyperlinks appropriate. Elements used enhance aesthetics and functionality of website.	
<b>UNDERSTANDING</b> <b>0 – 30</b> Did student(s) demonstrate a solid understanding of the software in development of the project?	<b>0 – 10</b> Student displays little to no understanding of the software used to create the project.	<b>11 – 20</b> Student has a good understanding of the material on the website. Explains content and procedures.	<b>21 – 30</b> Student explains specific questions about project and software chosen. Exceptional understanding and mastery of software.	
<b>COMMENTS</b>				
			<b>TOTAL SCORE</b>	

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