

ACTE: Individual/Group Website Design - Online Platform Rubric

DIRECTIONS

1. Ask the student/group for the **printed portfolio**. Digital or electronic portfolios are not accepted. Allow no more than 5 minutes for project setup and score the printed portfolio during setup.
2. Confirm that the website's content, layout, graphics, media, and design decisions are student-created. This category uses online drag-and-drop website builders; students are **not required to write or explain code**. **AI-generated website content or production assets are prohibited**. If suspected or disclosed, pause scoring and refer the entry to ACTE staff.
3. Allow no more than 10 minutes for the project presentation. The student may choose which portion of a larger body of work to show.
4. Judges may ask questions for no more than 5 minutes and are not limited to the topics listed in the rubric.
5. Enter a score for every criterion. Add the /30 portfolio score and /70 project/presentation score for the /100 final score, then initial page 2.

PRINTED PORTFOLIO CHECKLIST			Points
Online Orientation Certificate	0 Certificate is missing.	10 Certificate is printed and placed as page 1 of the portfolio.	
Printed Portfolio	0 No printed portfolio is submitted, or only a digital/electronic portfolio is provided.	10 A complete printed portfolio is submitted at judging. Digital portfolios are not accepted.	
Required Portfolio Sections	0 Required printed portfolio sections are not provided.	10 - Printed portfolio includes these 9 sections: 1. Online Orientation Certificate (first page) 2. Project identification page: student name(s), school, category, level, and region 3. Table of contents 4. Project narrative: purpose, learning, and benefit 5. Software and hardware used 6. Website brief, purpose, target audience, site map, page sketches/wireframes, content plan, style guide, or other planning evidence 7. Platform-editor screenshots, page development, navigation setup, mobile/responsive previews, link and usability testing, revisions, and published-site evidence. Source code is not required. 8. Works cited/bibliography and credits for text, images, media, templates, and other sources 9. Signed statement that the website and included content and production assets are student-created and contain no AI-generated content or assets	
Judges Printed Portfolio Checklist Score			/30

This section is valued at 30 points total.

WEBSITE DESIGN - ONLINE PLATFORM PROJECT & ORAL PRESENTATION RUBRIC

Select the score range that best matches the demonstrated level. Enter one numeric score from 0-10 for each criterion.

PROJECT					Points
Purpose, Audience & Content					
0 No identifiable purpose, audience, or meaningful content.	1-3 Purpose and audience are unclear; content is incomplete, inaccurate, or difficult to follow.	4-6 A basic purpose and audience are evident, but content quality, organization, or depth is uneven.	7-9 Clear purpose for a defined audience with accurate, relevant, well-organized content.	10 Compelling audience-centered website with exceptional content clarity, depth, organization, and purpose.	
PROJECT					Points
Visual Design, Layout & Consistency					
0 No intentional visual design or page layout can be evaluated.	1-3 Crowded or inconsistent layouts, colors, fonts, images, spacing, or templates interfere with use.	4-6 Pages are generally readable, but visual hierarchy, spacing, styling, or consistency is uneven.	7-9 Cohesive layouts, colors, typography, imagery, spacing, and visual hierarchy strengthen the site.	10 Professional visual system demonstrates exceptional polish, consistency, hierarchy, readability, and audience appeal.	
PROJECT					Points
Navigation, Links & User Experience					
0 The website cannot be navigated or used as intended.	1-3 Navigation is confusing; multiple links, buttons, menus, or page paths are missing or broken.	4-6 Core navigation works, but labels, consistency, page flow, links, or ease of use need improvement.	7-9 Intuitive menus, clear page flow, working links, and consistent controls create an effective user experience.	10 Seamless navigation and exceptionally thoughtful user experience make all content easy to find and use.	
PROJECT					Points
Online Platform Use, Responsiveness & Published Quality					
0 No functioning website or published preview is provided.	1-3 Drag-and-drop platform features are poorly used; pages have major display, loading, media, or mobile-view problems.	4-6 Website functions, but platform features, responsive layouts, media, forms, accessibility, or published finish are uneven.	7-9 Effective use of the online builder produces a reliable, responsive, accessible, and polished published website.	10 Expert use of drag-and-drop platform tools creates a publication-ready website with exceptional responsiveness, accessibility, performance, and finish.	
PROJECT					Points
Originality, Purpose & Student Authorship					
0 Purpose or student authorship cannot be established.	1-3 Work shows limited original decision-making; template choices, sources, content, or development process are unclear.	4-6 Purpose and student contribution are evident, though customization, creative choices, or documentation are basic.	7-9 Original, purposeful customization with clear student ownership and well-supported development evidence.	10 Distinctive creative vision, meaningful purpose, and convincing evidence of independent student authorship and thoughtful platform use.	
PRESENTATION					Points
Explanation of Website-Building Process & Professional Delivery					
0 Does not explain or demonstrate the website-building process.	1-3 Explanation is difficult to follow; limited preparation or understanding of the online platform workflow.	4-6 Explains major planning and building steps, but detail, organization, testing, or delivery is inconsistent.	7-9 Clearly explains planning, drag-and-drop tools, page design, content, navigation, testing, publishing, and revisions professionally. Coding is not required.	10 Confident, concise demonstration shows command of the complete no-code website-building workflow and design decisions.	
QUESTIONS					Points
Knowledge, Problem-Solving & Responses					
0 Does not answer judges' questions.	1-3 Answers are incomplete or show little understanding of the platform, design choices, navigation, or content.	4-6 Answers most questions and describes basic platform, layout, link, or publishing challenges.	7-9 Provides specific, accurate responses about platform tools, design, responsiveness, accessibility, testing, sources, and revisions.	10 Insightful responses demonstrate deep understanding of online website-building, user experience, reflection, and equal group contribution without requiring coding knowledge.	

AI-GENERATED WEBSITE CONTENT PROHIBITED: Entries may not contain generative-AI-created text, layouts, images, graphics, logos, icons, audio, video, or other website assets. Use of an online drag-and-drop platform is expected; writing or explaining code is not required. Judges should not independently penalize suspected AI use; pause scoring and refer the entry to ACTE staff for review.

Judges Printed Portfolio Checklist Score	/30
Website Design - Online Platform Project & Oral Presentation Score	/70
Total Project Score	/100
Ranking (ACTE Staff Only)	

Judges Initials: _____