# **Sample Website Rubric**

| **Weight** | **Criteria** | **Advanced** | **Proficient** | **Progressing** | **Incomplete** | | **Points** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **30%** | **Content** | **Points: 12**  The site has a clearly stated, compelling purpose.  The topic is covered thoroughly and in depth, with many examples to support statements.  Ideas are fully developed and expanded in detail.  Required content is included and supplemented with additional, relevant material. | **Points: 9**  The purpose of the site is stated.  The topic is covered adequately and in sufficient depth, with some supporting examples.  Ideas are reasonably developed and include some detail.  Required content is included. | **Points: 6**  The purpose of the site is somewhat vague.  The topic is covered partially and in limited depth, with few supporting examples.  Ideas are partially developed and include limited detail.  Some required content is missing. | **Points: 3**  The site lacks a defined purpose.  The topic is covered superficially, and no supporting examples are used.  Most ideas are underdeveloped, or lack detail.  A significant amount of required content is missing. | | **/ 12** |
| **10%** | **Layout/ Navigation** | **Points: 4**  The layout is very clear, well-organized, and uses a wide variety of text and media elements to convey information.  Navigation menu is clearly and appropriately labeled,  consistently and conveniently placed, and allows for easy movement between pages.  All links are functional and connect to high-quality, relevant, and credible web sources. | **Points: 3**  The layout is mostly clear and organized, and uses text and a few types of media to convey information.  Navigation menu is adequately labeled,  consistently placed, and allows for movement between pages.  Most links are functional and/or connect to good quality, mostly relevant, and mostly credible web sources. | **Points: 2**  The layout is somewhat confusing and unorganized, and uses only text and one type of media to convey information.  Navigation menu is somewhat unclear or inappropriately labeled, and/or  inconsistently placed. Movement between pages is awkward.  Some links are broken and/or connect to web sources of questionable quality/ relevance/ credibility. | **Points: 1**  The layout is confusing and unorganized, and uses only text to convey information.  Navigation menu is unclear, randomly or inconveniently placed, or does not support movement between pages.  Many links are broken and/or connect to low-quality, irrelevant, or untrustworthy web sources. | | **/ 4** |
| **20%** | **Design** | **Points: 8**  The design theme is coherent and complements the website purpose.  Backgrounds and colour palette are consistent across pages, enrich the theme, and enhance text readability.  Font sizes/variations facilitate organization,  presentation, and readability of information. | **Points**: **6**  The design theme is mostly coherent and does not affect the website purpose.  Backgrounds and colour palette are mostly consistent across pages, align with the theme, and do not interfere with text readability.  Font sizes/variations do not interfere with organization,  presentation, and readability of information. | **Points: 4**  The design theme is somewhat inconsistent and detracts somewhat from the website purpose.  Backgrounds and colour palette show some inconsistency across pages, have limited connection with the theme, and occasionally interfere with text readability.  Font sizes/variations occasionally interfere with organization,  presentation, and readability of information. | **Points: 2**  A design theme is absent or inconsistent, or detracts from the website purpose.  Backgrounds and colour palette vary across pages, clash with the theme, or interfere with text readability.  Font sizes/variations hinder organization,  presentation, and readability of information. | | **/ 8** |
| **10%** | **Quality of Media** | **Points: 4**  Media (images/ video/ audio) are high quality and contribute meaningfully to the website purpose, content, and theme. | **Points: 3**  Media (images/ video/ audio) are good quality and align with the website purpose, content, and theme. | **Points: 2**  Some media (images/ video/ audio) are low quality and do not connect with the website purpose, content, and theme. | **Points: 1**  Media (images/ video/ audio) are poor quality and detract from the website purpose, content, and theme. | | **/ 4** |
| **10%** | **Accessibility** | **Points: 4**  All images have an ALT tag. The text provides an accurate, detailed, and informative image description.  All embedded videos contain accurate closed-captioning or transcripts. | **Points: 3**  Most images have an ALT tag.The text provides an adequate image description.  Embedded videos contain mostly accurate closed-captioning or transcripts. | **Points: 2**  Some images do not have an ALT tag.The text lacks detail about the image.  Embedded videos contain mostly accurate closed-captioning or transcripts. | **Points: 1**  Images do not have ALT tags or provide insufficient, uninformative image descriptions.  Embedded videos do not contain closed-captioning or a transcript. | | **/ 4** |
| **10%** | **Grammar/ Spelling** | **Points: 4**  No or very few grammatical and/or spelling errors. | **Points: 3**  Few grammatical and/or spelling errors. | **Points: 2**  Some grammatical and/or spelling errors. | **Points: 1**  Many grammatical and/or spelling errors. | | **/ 4** |
| **10%** | **Citation, Credits and Copyright** | **Points: 4**  All sources cited in preferred style, with no formatting errors.  Credits are listed properly for all media.  All media obtained legally and licensed appropriately. | **Points: 3**  All sources cited in the preferred style, with few formatting errors.  Credits for media missing some details.  Some sources are not licensed appropriately. | **Points: 2**  Some sources not cited accurately or in the preferred style.  Credits for media missing many details.  Licensing of many sources is questionable. | **Points: 1**  Many sources not cited accurately in the preferred style.  No or few credits given for media.  Most sources infringe on copyright. | | **/ 4** |
| **Total Points** | **/ 40** |



"Rethinking Assessment Strategies for Online Learning: Sample Website Rubric", is licensed by the [Seneca Teaching and Learning Centre](https://employees.senecacollege.ca/spaces/39/the-teaching-learning-centre/home) under [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/).

This work is adapted from [Video Script/Storyboard Rubric](https://docs.google.com/document/d/1Mfo7neLY6WuQpZ1djOADDNFeVH1XJX-wPSQ1fC06Y8s/edit?usp=sharing) by the [Seneca Sandbox](https://library.senecacollege.ca/sandbox/), used under [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/), and

Kalkman, D. (2003) [Website Evaluation Rubric](https://p2cdn4static.sharpschool.com/UserFiles/Servers/Server_3333710/File/Website_Evaluation_Rubric.pdf). St. James High School.