

# GOOGLE SITE RUBRIC

CATEGORY	Professional (3)	Apprentice (2)	Craft (1)	Unacceptable (0)
<b>Page Count</b>	The site contains at least 6 separate pages. Including resource and about pages	The site contains at least 4-5 separate pages. Includes Resource page	The site contains at least 2-3 separate pages. Resource page links only	The site contains only 1 page No resources page
<b>Multimedia</b>	The site contains at least 3 multimedia objects (video, image, mp3, etc)	The site contains at least 2 multimedia objects (video, mp3, etc)	The site contains at least 1 multimedia object (video, mp3, etc)	The site contains no multimedia objects (video, mp3, etc)
<b>Content</b>	The site has a well-stated clear purpose and theme that is carried out throughout the site. <b>ENLIGHTENING</b>	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it. <b>INFORMATIVE</b>	The purpose and theme of the site is somewhat muddy or vague. <b>READABLE</b>	The site lacks a purpose and theme. <b>LACKS PURPOSE</b>
<b>Copyright</b>	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. <b>FULLY DOCUMENTED</b>	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. <b>DOCUMENTED</b>	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. <b>GENERIC</b>	Borrowed materials are not properly documented. <b>PLAIGARIZED</b>
<b>Color Choices</b> How you visually impact your viewers	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages. <b>ENGAGES VIEWER</b>	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages. <b>ENHANCES CONTENT</b>	Colors of background, fonts, unvisited and visited links do not detract from the content. <b>LACKLUSTER</b>	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader. <b>DISTRACTING</b>
<b>Navigation</b> How you move within your site and pages	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost. <b>INTUITIVE</b>	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost. <b>EASY</b>	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. <b>CUMBERSOME</b>	Some links do not take the reader to the sites described. A user typically feels lost. <b>AWKWARD</b>
<b>Spelling and Grammar</b>	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
<b>Layout</b> Where and how you place your content to maximize efficiency	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. <b>NATURAL</b>	The Web pages have an attractive and usable layout. It is easy to locate all important elements. <b>CONSUMABLE</b>	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. <b>CUMBERSOME</b>	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements. <b>CHAOTIC</b>
<b>TOTAL POINTS:</b>				/24

Adapted from

[https://docs.google.com/document/d/1UigCDHKhNKn1WqcOkPGAFKO8wzbMkJv3Q6w3x2\\_zy1s/edit?hl=en\\_US&pli=1](https://docs.google.com/document/d/1UigCDHKhNKn1WqcOkPGAFKO8wzbMkJv3Q6w3x2_zy1s/edit?hl=en_US&pli=1)