

Objectives	Rubric			Score
Storyboard / Planning	3 points Storyboard is incomplete. Little effort shown on developing/planning site.	4 points Storyboard is somewhat complete and minimum effort shown on developing/planning site.	5 points Storyboard is complete and well developed showing a great deal of effort in planning. Inspiration software used to develop sitemap.	
Originality	3 points The work is a minimal collection of other people's ideas, images, and inventions. There is little to no new thought.	4 points The work shows evidence of originality and inventiveness. While based on an extensive collection of other people's ideas, images, etc. The work offers new insight.	5 points The work shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh and based upon sound research.	
Design	3 points The page design is not entirely appropriate to the content or its intended audience	4 points The page design is visually pleasing, although it may not be entirely appropriate to the content or its intended audience	5 points The page design is visually pleasing, supports the page content, and is appropriate for its intended audience	
Images	3 points Several images on the site have problems with either design or mechanical presentation	4 points The images are well designed for the most part, although there may be some minor problems with either design or mechanical presentation	5 points The images are well designed and mechanically effective, without distortion or other negative graphic effects	
Layout	3 points The page layout is usable, but it has problems with clarity or placement of elements.	4 points The sites layout is largely effective, although there may be some occasional problems with clarity or placement of elements	5 points Pages use an effective and uncluttered layout, using background color to enhance the readability of text and the appearance of graphics	
Text	3 points Text on the site has a problem with either style or mechanics or both.	4 points Text on the site is readable and reasonably well written, although there may be minor mechanical errors	5 points Text on the site is well written and presented effectively, using readable fonts and text design and without major mechanical errors (grammar, punctuation, and spelling).	
Evidence of Skills learned	3 points There is little or no evidence of the skills learned in the course (digital photo editing, audio editing, web 2.0 tools, etc.)	4 points There is some evidence of the skills learned in the course (digital photo editing, audio editing, web 2.0 tools, etc.) a minimum number of items is included.	5 points There is a variety of evidence showing the skills learned in the course (digital photo editing, audio editing, web 2.0 tools, etc.) more than the minimum number of items is included.	
Mechanics	3 points The site includes missing pictures or broken links, but is readable by both the major browsers	4 points Everything on the site works: there are no missing graphics or broken links; it can be read with Explorer (PC) and Safari and shows equally well on PC and Mac	5 points Everything on the site works: there are no missing graphics or broken links; it can be read with Firefox, Explorer and Safari and shows equally well on PC and Mac	
Download Time	3 points The site takes too long to download, pushing the limits of a user's patience	4 points The site takes some time to download, although it doesn't entirely exhaust the user's patience	5 points The site download time is reasonable, and doesn't make extreme demands on the user's patience; multimedia elements load quickly	
Credibility	3 points Site leaves user wondering about its origin and sources	4 points Site includes author, contact person with e-mail address, date created or updated, and no copyright infringement	5 points Author's name and e-mail address is present; site is bias-free or explicitly states point of view; material is original or includes appropriate citations with no copyright infringement; site includes date created or updated	
Total Score				