


# Change Web Project Rubric

	<b>Bangin! Spot on! Professional 20</b>	<b>Good Show Not too Shabby Semi-pro 17</b>	<b>Mediocre Uninspired Amateur 14</b>	<b>Huh? Inconceivable Unacceptable 0</b>	<b>Total Points</b>
<b>Website Contents:</b> Proposal Action plan Rationale Contact information	*Included complete, well-organized proposal, action plan, rationale, and contact information in a well-organized manner.	*Necessary contents were present, but possibly lacked in completeness, clarity or organization.	*Necessary contents were mostly present, but lacked in completeness, clarity and organization.	*Necessary contents were not present. *Contents were incomplete, unclear, and disorganized.	
<b>Written Content Quality:</b> Is your content clear and persuasive?	*Content persuasively and accurately promoted the cause for change. *Content was written using proper conventions.	*Content somewhat persuasively and accurately promoted the cause for change. *Content was mostly written using proper conventions.	*Content attempted to promote the cause for change. *Content in need of some convention revision.	*Content did not promote the cause for change. *Content did not follow proper writing conventions.	
<b>HTML and Software Usage:</b> Does your website work well?	*Created functional web content using HTML (including use of tables). *Created an organized, completely functional folder and file system.	*Created functional web content using HTML. *Created an organized, completely functional folder and file system.	*Created mostly functional web content using HTML. *Created semi- functional folder and file system.	*HTML lacked in functionality. *Folder and file system lacked in function and organization.	
<b>Image Usage:</b> Did images improve your website?	*Added digital images(s) that complemented website well. *Images sizes fit well on page. *File sizes were small enough to allow for quick page loading.	*Added digital images(s) that related to site content. *Images sizes fit on page. *File sizes were small enough to allow for quick page loading.	*Added digital images(s) that somewhat related to site content. *Images sizes somewhat fit on page. *Large file sizes slowed load speed.	*Digital images(s) unrelated or not used. *Images sizes did not fit on page. *Large file sizes slowed load speed.	
<b>Website Design:</b> Overall, was your website put together well?	*Organized text and images in a unified whole. *Clearly presented information to the audience. *Hyperlinks are user-friendly and consistently located.	*Design was suitable for content. *Somewhat clearly presented information to the audience. *Hyperlinks are functionally located.	*Design could work with content better. *Adequately presented information to the audience. *Hyperlinks are somewhat functionally located.	*Design did not match content. *Information not clearly presented to the audience. *Hyperlinks not located functionally.	