

# Adapted from University of Wisconsin-Stout for Use with School Faculty

(Adapted for elements that are within the control of school faculty users)

## Evaluation scale:

*Exemplary:* 32-36 points  
*Proficient:* 28-31 points  
*Partially Proficient or Incomplete:* < 28 points (resubmit)

## Rubric for Classroom Web Pages

CRITERIA	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
<b>Relevance of Content to Students and Parents</b>	<p style="text-align: center;"><b><u>9 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Content has useful information for students, parents.</li> <li>▪ Content is written clearly and concisely and points readers to high quality, up to date resources.</li> <li>▪ Information is updated frequently</li> <li>▪ Website showcases student projects to promote interaction between students, teachers, and parents.</li> <li>▪ Website includes surveys or questionnaires.</li> </ul>	<p style="text-align: center;"><b><u>6 points</u></b></p> <ul style="list-style-type: none"> <li>▪ The content points readers to quality information resources, is informative and provides useful information</li> <li>▪ The website includes one feedback loop such as a survey, form or questionnaire.</li> <li>▪ Web-based resources are clearly described so readers can navigate easily and locate the needed information.</li> </ul>	<p style="text-align: center;"><b><u>3 points</u></b></p> <ul style="list-style-type: none"> <li>▪ The content points readers to information that does not relate to the purpose or theme of the page.</li> <li>▪ The website does not include feedback loops such as surveys, forms, questionnaires.</li> <li>▪ Web-based resources are not clearly described so readers cannot navigate easily to locate needed information.</li> </ul>	<p style="text-align: center;"><b><u>0 points</u></b></p> <ul style="list-style-type: none"> <li>▪ The content points readers to resources which are inaccurate or misleading or inappropriate for intended audience.</li> <li>▪ The website does not include feedback loops such as surveys, forms, questionnaires.</li> <li>▪ Several annotations are missing, do not describe what students will find at the site or do not assist students in navigating through sites to locate needed information.</li> </ul>	

<b>Use of Photos, Graphics, Sound, Animation and Video</b>	<p style="text-align: center;"><b><u>6 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Photographs, graphics, sound and/or video enhance content and create interest.</li> <li>▪ All photos, graphics, audio and/or video files are high quality.</li> <li>▪ Information is included concerning the size of files when providing links to images, sounds, movies, or other files.</li> <li>▪ Creativity and original images enhance content in an innovative way</li> </ul>	<p style="text-align: center;"><b><u>4 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Most photographs, graphics, sound and/or video enhance content and create interest.</li> <li>▪ Most of the photos, graphics, audio and/or video files are high quality and enhance content and interest.</li> <li>▪ Information is included concerning file size of most files when providing links</li> <li>▪ Most files show creativity and original images to enhance Web page content.</li> </ul>	<p style="text-align: center;"><b><u>2 points</u></b></p> <ul style="list-style-type: none"> <li>▪ A few photo, graphics, sound/or video don't create interest in webpage content.</li> <li>▪ Some photos and graphics are not high quality or are inappropriate examples for teaching standards.</li> <li>▪ File size information is sometimes included links to files.</li> <li>▪ Some use of creativity or original images is evident to enhance Web page content.</li> </ul>	<p style="text-align: center;"><b><u>0 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Photos, graphics, sounds, and/or videos are inappropriate or detract from content.</li> <li>▪ Many photos and graphics are not high quality</li> <li>▪ No information is included concerning file size when providing links.</li> <li>▪ No use of original images is evident to enhance content in an innovative way</li> </ul>	
<b>Fair Use Guidelines</b>	<p style="text-align: center;"><b><u>6 points</u></b></p> <p>Fair use guidelines are followed with proper citations throughout.</p>	<p style="text-align: center;"><b><u>4 points</u></b></p> <p>Fair use guidelines are frequently followed and most non original material uses proper citations.</p>	<p style="text-align: center;"><b><u>2 points</u></b></p> <p>Sometimes fair use guidelines are followed; some non original material uses proper citations.</p>	<p style="text-align: center;"><b><u>0 points</u></b></p> <p>Fair use guidelines are not followed. Non original material is improperly cited.</p>	
<b>Internal and External Navigation</b>	<p style="text-align: center;"><b><u>3 points</u></b></p> <p>All links to other websites are active and functioning.</p>	<p style="text-align: center;"><b><u>2 points</u></b></p> <p>Most links to other websites are active</p>	<p style="text-align: center;"><b><u>1 point</u></b></p> <p>Some links to other websites are not active.</p>	<p style="text-align: center;"><b><u>0 points</u></b></p> <p>Many links to other websites are not active.</p>	

<b>Layout and Text Elements</b>	<p style="text-align: center;"><b><u>3 points</u></b></p> <ul style="list-style-type: none"> <li>▪ The fonts are easy-to-read and size varies for headings and text.</li> <li>▪ Use of bullets, italics, bold, and indentations enhances readability.</li> <li>▪ Consistent format throughout. Layout uses horizontal and vertical white space appropriately.</li> </ul>	<p style="text-align: center;"><b><u>2 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Sometimes fonts, size, bullets, italics, bold, and indentations for headings and subheadings detract from readability.</li> <li>▪ Minor formatting inconsistencies detract from content. Layout mostly uses horizontal and vertical white space appropriately.</li> </ul>	<p style="text-align: center;"><b><u>1 point</u></b></p> <ul style="list-style-type: none"> <li>▪ Text is difficult to read due to many different fonts, overuse of bold/ bullets/italics, or inappropriate text indentation.</li> <li>▪ Some formatting tools are under- or over-utilized, or misused, and detract from content. The layout sometimes uses white space inappropriately.</li> </ul>	<p style="text-align: center;"><b><u>0 points</u></b></p> <ul style="list-style-type: none"> <li>▪ Text is difficult to read with misuse of fonts, size, bullets, italics, bold</li> <li>▪ Many formatting tools are under- or over-utilized, or misused, and decrease content accessibility.</li> </ul>	
<b>Contact Person</b>	<p style="text-align: center;"><b><u>3 points</u></b></p> <p>Web page includes working email link to author</p>	<p style="text-align: center;"><b><u>2 points</u></b></p> <p>Web page includes a email link to website author</p>	<p style="text-align: center;"><b><u>1 point</u></b></p> <p>Web page includes a email link</p>	<p style="text-align: center;"><b><u>0 points</u></b></p> <p>Web page includes no email link to author</p>	
<b>Speed Web Pages Load</b>	<p style="text-align: center;"><b><u>3 points</u></b></p> <p>The Web page graphics are small in byte-size and pages download quickly.</p>	<p style="text-align: center;"><b><u>2 points</u></b></p> <p>Web page graphics are generally small enough to download reasonably fast</p>	<p style="text-align: center;"><b><u>1 point</u></b></p> <p>The Web page content does not download quickly</p>	<p style="text-align: center;"><b><u>0 points</u></b></p> <p>Web page takes too long to load due too large or many graphic elements</p>	
<b>Writing Mechanics</b>	<p style="text-align: center;"><b><u>3 points</u></b></p> <p>Text has no errors in grammar, capitalization, punctuation, and spelling.</p>	<p style="text-align: center;"><b><u>2 points</u></b></p> <p>Text has few errors in grammar, capitalization, punctuation, and spelling</p>	<p style="text-align: center;"><b><u>1 point</u></b></p> <p>Text has 4+ errors in grammar, capitalization, punctuation, and spelling</p>	<p style="text-align: center;"><b><u>0 points</u></b></p> <p>Text has more than 6 grammar/ spelling/ punctuation errors.</p>	
<b>TOTAL POINTS</b>					/36