

J202 Gradesheet: Web Site

Student name:

TA:

Graded requirements	Subsets	Emerging	Developing	Mastering
	Scale	C-F	B-BC	A-AB
Architecture	Structure of content, sections, hierarchy	Sections too broad/narrow; weak connection between site theme and sections; segments fail to fully cover concept	Logical segmentation but some overlap/redundancies; some sections with less connection/poor hierarchy	Clear sections with easily discernable connection to site concept; clear fit between content and segments
	Scale	Weak _____ Strong		
Navigation	Clear, consistent, text-based and graphic-based, useful subnav (e.g., about us), intuitive nav	Nav very difficult to understand and follow; serious overlap makes nav redundant; excessive lists; no intuitive nav; no hierarchy	Reasonable lists and intuitive sense, but some bulkiness or confusion; poor hierarchy; only partial text-based nav	Seamless experience to move into and between sections; easy to feel which section user is in; full text-based nav
	Scale	Weak _____ Strong		
Graphic design	Design serves audience and goals, unifying theme, color, contrast, alignment, repetition, proximity, text blocks	Colors, fonts, images contrary to goals or audience; poor or no contrast, alignment, repetition, proximity; text blocks too wide/narrow; poor hierarchy	Design a reasonable fit for audience and goals but poor in other regards, such as inconsistent placement or colors; some screen space choices do not fit content importance	Productive use of color, contrast, alignment, repetition, proximity; screen space choices logical; effective images, fonts and blocks
	Scale	Weak _____ Strong		
Content	Accuracy, clarity, appropriateness, depth, visuals, text, info graphics, social media tools	Inaccuracies (-10 points for fact errors); text pieces too long/short; too many/few images on page; text-only pages with no visuals/added elements; no interactivity	Solid content but other weaknesses; disintegrated text and added elements; cluttered; accurate	Integrated text and other elements; productive use of interactivity/social media tools; accurate
	Scale	Weak _____ Strong		
Mechanics	Spelling, style, grammar	Host of errors interfere with comprehension	Minor errors trip up user but site usable	Largely error-free
	Scale	Weak _____ Strong		
Usability	Load speed, accessibility, readability, meaningful interactivity, SEO	Use of frames or image-only navigation inaccessible to reader software; no alt tags; illegible; no SEO; slow-loading or high-res images	Load speed a fit for audience but not justified by content (e.g. massive picture unrelated to story); some alt tags missing; weak SEO	All elements a fit for needs and connectivity of audience; alt tags and text-based nav throughout; clear and thoughtful SEO
	Scale	Weak _____ Strong		
Fairness	Inclusiveness, balance	Displays unjustifiable bias; relies on stereotype; unwarranted opinion	Source or quote choices lead to question of bias; minor insertions of opinion	Overall fairness to subject and sources; free of bias
	Scale	Weak _____ Strong		
Assignment Grade:				