**RUBRIC FOR WEB SITE**

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| CATEGORY | EXCELLENT (4) | VERY GOOD (3) | GOOD (2) | NOT GOOD (1) |
| 1. Target and Purpose
 | * All elements of the site are appropriate for the target audience
* Very strong understanding of what the site was created for
 | * Most of the elements of the site are appropriate for the target audience
* Site has a clear purpose
 | * Target audience is identified however some of the elements are not appropriate for this audience
* Site has unclear purpose
 | * Element are not appropriate for the audience
* Site has no clear sense of purpose
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| 1. Content
 | * All of the information provided on the web site is accurate and all the requirements of the task have been met
 | * Most of the information provided on the web site is accurate and most of the requirements have been met
 | * Some of the information provided on the web site is accurate and some of the requirements have been met
 | * There are several inaccurate information and most of the requirements have not been met
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| 1. Crediting Sources
 | * Sources of the information are credited in APA format
 | * Most of the sources of information are credited in APA format
 | * Some sources of the information are acknowledged
 | * No sources cited
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| 1. Layout, graphics, multimedia
 | * Layout is very creative and effective
* Graphic elements are used imaginatively and effectively
* Multimedia elements are used in a highly creative way
 | * Layout is appropriate for the content and interesting
* Site used graphics with good quality
* Multimedia is used in a creative way
 | * Layout is unimaginative
* Most of the tools for graphics are not utilized
* Multimedia is confusing
 | * Layout is not appropriate
* Poor quality of graphic elements
* No multimedia used
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| 1. Writing Mechanics
 | * There are no spelling and grammar errors.
* Text is written in authors’ own words
 | * There are few spelling and grammar errors.
* Text is written in authors’ own words
 | * There are some spelling and grammar errors.
* Some of the text is written in authors’ own words
 | * There are many spelling and grammar errors.
* Text is copied.
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