**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 |
| 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 |
| 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 |
| 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 |
| 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. |