

Web Site Rubric

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Ability to Make Online Purchase	There is no method to submit an order, either by email, fax or electronically (shopping cart).	DO NOT USE	DO NOT USE	An ordering page or order form exists. May be submitted by email, fax or electronically (shopping cart).
Screen Design	Screens are either confusing and cluttered or barren and stark. Buttons or navigational tools are absent or confusing	Screens are difficult to navigate, but some buttons and navigational tools work. Users can navigate a few screens. There is little attention paid to visual design such as balance, proportion, harmony and restraint.	Screens contain adequate navigational tools and buttons. Users can progress through screens in a logical path to find information.	Screens contain all necessary navigational tools and buttons. Users can progress intuitively through screens in a logical path to find information.
Originality	The work is a minimal collection or rehash of other site's ideas, products and images. There is no evidence of new thought.	The work is an extensive collection and rehash of other site's ideas, products and images. There is no evidence of new thought or inventiveness.	The product shows evidence of originality and inventiveness. While based on an extensive collection of other site's ideas, products and images, the work extends beyond that collection to offer a new approach.	The product shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original and inventive.
Graphical Design	Graphics are randomly chosen. Exaggerated emphasis upon special effects distract the viewer. Graphics have not been retouched in any imaging software. No ALT tags exist.	Graphics are related to the theme/purpose of the site. Graphics show some signs of retouching. Some ALT tags exist.	Graphics are related to the theme/purpose of the site. Graphics and words reinforce each other and enhance viewer interest. Graphics show signs of original creation. Graphics have been retouched and cropped. All images have ALT tags.	Graphics take communication and persuasion to a very high level. Many of the graphics and logos are original creations. All images have ALT tags.
Mechanics	Presentation has four or more spelling errors and/or grammatical errors.	Presentation has three or more misspellings and/or grammatical errors.	Presentation has fewer than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.
Fonts	A wide variety of fonts, styles and points are used.	Fonts are consistent, but headings and context are not considered.	Fonts are consistent. Size of fonts are appropriate for headings and context.	Fonts are consistent. Size of fonts are appropriate for headings and context. Use of font styles (italic, bold, underline) is used consistently and improves readability.
Use of Enhancements	No video, audio, or 3-D enhancements are present or use of these tools is inappropriate.	Limited video, audio, or 3-D enhancements are present. In most instances, use of these tools is appropriate	Some Video, audio, or 3-D enhancements are used appropriately to entice users to learn and to enrich the experience. In some cases, clips are either too long or too short to be meaningful.	Appropriate amounts of Video, audio, or 3-D enhancements are used effectively to entice users to learn and to enrich the experience. Clips are long enough convey meaning without being too lengthy.

Company Information	No contact information or company mission statement exists.	Some company information exists, but it is incomplete or difficult to find.	Contact information and company mission statement exists and can be easily found.	Company information exists and can be easily found. Additionally, questions and comments can be sent through a working response form.
Link Function	Links are not functional	Some links are functional	Most links are functional	All links are functional