In-class Activity: Website Evaluation Rubric

Peer being evaluated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Peer‘s Email Id: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Peer‘s website URL: \_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
| CATEGORY | 4 | 3 | 2 | 1 | Notes/Commensts |
| Home page/Content | The site has well-stated clear purpose and theme that is carried out throughout the site. | The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it. | The purpose and theme of the site is somewhat muddy or vague. | The site lacks a purpose and theme. |  |
| Layout | The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. | The Web pages have an attractive and usable layout. It is easy to locate all important elements. | The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. | The Web pages are cluttered looking or confusing. It is often difficult to locate important elements. |  |
| Navbar | Navbar is visible on home page, consistent across site and on all pages. There is visible indication of user location in site and does not detract from readability. | Navbar is visible on home page, consistent across majority of site and on a majority of pages. There is visible indication of user location in site that does not detract from readability. | Navbar is visible on home page, somewhat consistent across some of the site and on some pages. There is visible indication of user location in site that mildly detracts from readability | Navbar is visible on home page. There is not consistency across the site. There is visible indication of user location in site that does detract from readability |  |
| Background | Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site and does not detract from readability. | Background is attractive, consistent across pages, adds to the theme or purpose of the site and does not detract from readability. | Background is consistent across pages and does not detract from readability. | Background detracts from the readability of the site. |  |
| Color Choices | Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content and are consistent across the pages. | Colors of background, fonts, unvisited and visited links do not detract from the content and are consistent across the pages. | Colors of background, fonts, unvisited and visited links do not detract from the content. | Colors of background, fonts, unvisited and visited links make content hard to read or otherwise distract the reader. |  |
| Graphics | Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. | Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. | Graphics are related to the theme/purpose of the site and are of good quality. | Graphics are randomly chosen, are of low quality or distract the reader. |  |

Total Score:\_\_

Additional Comments (required):

Person being evaluated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Person Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website URL: \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_

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