

WEB PAGE DESIGN

Career Web Site Assessment

Criteria	Outstanding	Sufficient	Some Success	Little Success
Planning and Organization (10) <input type="checkbox"/> Main points/purpose evident <input type="checkbox"/> Main points/purpose supported by details <input type="checkbox"/> Organized logically <input type="checkbox"/> Organizational tool used and submitted	10-9 All criteria evident and correct	8-6 Three criteria evident and correct	5-3 Two criteria evident and correct	2-1 One criterion evident and correct
Research (10) <input type="checkbox"/> All categories researched <input type="checkbox"/> Careers in general <input type="checkbox"/> DTP/MM careers <input type="checkbox"/> Personality <input type="checkbox"/> Learning styles	10-9 All criteria evident and correct	8-6 Three criteria evident and correct	5-3 Two criteria evident and correct	2-1 One criterion evident and correct
Research (10) <input type="checkbox"/> Quality and quantity of data <input type="checkbox"/> Sufficient research conducted on each category <input type="checkbox"/> Sources properly documented <input type="checkbox"/> Each category is well developed	10-9	8-6	5-3	2-1
Navigation (10) <input type="checkbox"/> Links operate as expected <input type="checkbox"/> Internal hyperlinks <input type="checkbox"/> External hyperlinks <input type="checkbox"/> E-mail link <input type="checkbox"/> Targets <input type="checkbox"/> Graphic as a link (1 or more)	10-9 All criteria evident and correct	8-6 Four criteria evident and correct	5-3 Three criteria evident and correct	2-1 Two or less criteria evident and correct
Visual Attributes (10) <input type="checkbox"/> Present, appropriate, and operates <input type="checkbox"/> Images <input type="checkbox"/> Appropriate backgrounds and color usage <input type="checkbox"/> Horizontal lines (2 or more) <input type="checkbox"/> Animated GIF (2 or more)	10-9 All criteria evident and correct	8-6 Three criteria evident and correct	5-3 Two criteria evident and correct	2-1 One criterion evident and correct

Student _____

Due Date _____

Date Submitted _____

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Organizing Information (10) <input type="checkbox"/> Tables (2 or more) <input type="checkbox"/> Bulleted and numbered listing (1 or more each) <input type="checkbox"/> Marquee and scrolling text (1 each) <input type="checkbox"/> Feedback form (1)	10-9 All criteria evident and correct	8-6 Three criteria evident and correct	5-3 Two criteria evident and correct	2-1 One criterion evident and correct
Proofreading and Editing (10) <input type="checkbox"/> Text edited to short clauses/phrases where appropriate <input type="checkbox"/> Text reflects correct grammar, punctuation, spelling and word uses	10-9 All errors corrected, one clause/phrase needs improvement	8-6 One error remains, two clauses/phrases need improvement	5-3 Two errors remain, three clauses/phrases need improvement	2-1 Three or more errors remain, four or more clauses/phrases need improvement
Creativity (10) <input type="checkbox"/> Original, creative, and catches and holds viewers' interests	10-9	8-6	5-3	2-1
Documentation (2) <input type="checkbox"/> Site creation and modification dates provided and updated	Yes = 2	xxxxxxx	Partial = 1	No = 0
Print Screen (2) <input type="checkbox"/> Submitted in Details view	Yes = 2	xxxxxxx	xxxxxxx	No = 0
Subtotal				
			Total Points =	