

Web Design Project Rubric

1. Project must adhere to all contest rules listed.
2. Project must include at least two of the following in addition to animation: graphics, sound, text, video, or scripting.
3. Project must be viewable in a standard web browser.
4. All graphic files or other content belonging to any other source, other than the individual or team members, must be properly documented.
5. Project must be posted on the Internet and viewable on an HISD computer. The url must be provided. If the project cannot be fully executed from the Internet, then the project will not be judged.
6. The full names of students, phone numbers, and addresses may not be listed on the web page.
7. Students may use any software to create the project.
8. The project must not exceed 3 minutes in length.

Judging Criteria

1. Project must be appropriate for school and public presentations.
2. Entries will be judged on the following rubric based on:

Organization
Originality
Copyright/documentation
Subject knowledge
Graphical design/Creativity

More weight is given to the categories of graphical design and subject knowledge.

Web Design Project Rubric					
	0-1.5	2.0-4.5	5.0-8.5	9-10	Total
Organization of Content (10 points)	No logical sequence of information; menus and paths to information are not evident.	Some logical sequence of information, but menus and paths are confusing or flawed.	Logical sequence of information. Menus and paths to more information are clear and direct.	Logical, intuitive sequence of information. Menus and paths to all information are clear and direct.	
	0-4.5	5.0-9.5	10.0-16.0	16.5-20	
Originality (20 points)	The work is a minimal collection or rehash of other people's ideas, products, images and inventions. No evidence of new thought.	The work is an extensive collection and rehash of other people's ideas, products, images and inventions. No evidence of new thought or inventiveness.	While based on an extensive collection of other people's ideas, products, images and inventions, the work extends beyond that collection to offer new insights.	The product shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, inventive, and based upon logical conclusions and sound research.	
	0-1.5	2-4.5	5-8.5	9-10	
Copyright and Documentation (10 points)	Sources have not been properly cited and permissions have not been received.	Some sources have not been properly cited and all permissions have not been received.	Most sources are properly cited	All sources are properly cited according to MLA style; Permissions to use any graphics from commercial web pages on other sources have been received, printed, and saved for future reference.	
	0-9.5	10-19.5	20-30	30.5-40	
Subject Knowledge (relevance to a book or books from the Name That Book List) (40 points)	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	Some subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct.	Subject knowledge is evident throughout (more than required). All information is clear, appropriate, and correct.	
	0-4.5	5.0-9.5	10.0-16.0	16.5-20	
Graphical Design (20 points)	Poor graphics and design interferes with the communication of content and ideas.	No attention paid to visual design criteria such as proportion, balance, and harmony. There is some tendency toward random use of graphics.	Design elements and content combine effectively to deliver a high impact message with the graphics and the words reinforcing each other.	The combination of multimedia elements with words and ideas takes communication and persuasion to a very high level,	
				Total	

