

# Digital Publishing Fair

Judge's Web Design Rubric for Grades 3 – 12

Title \_\_\_\_\_ Grade Level \_\_\_\_\_ Category \_\_\_\_\_ Category: \_\_\_\_\_  
 Student(s) Name \_\_\_\_\_ Elementary \_\_\_\_\_ Individual \_\_\_\_\_ Fiction \_\_\_\_\_  
 (If a group or class, list the teacher's name or the first student's name only.) \_\_\_\_\_ Middle School \_\_\_\_\_ Group/Class \_\_\_\_\_ Non-fiction \_\_\_\_\_  
 \_\_\_\_\_ High School

DIRECTIONS: For each category, please circle one numerical score; we'll total the scores at the end.  
 NOTE: This scoring sheet will NOT be shared with the students

	15-12 = Exceeds Expectations	11-8 = Meets Expectations	7-4 = Approaches Expectations	3-0 = Unacceptable
<b>Required Elements</b>  ____ Score	Submission meets <b>ALL SIX</b> requirements: (1) title page (2) navigation (3) content with images (4) about the author page (5) citation page (6) reflection page 15----14----13----12----	Submission meets <b>FIVE</b> requirements: (1) title page (2) navigation (3) content with images (4) about the author page (5) citation page (6) reflection page 11----10----9----8----	Submission meets <b>FOUR</b> requirements: (1) title page (2) navigation (3) content with images (4) about the author page (5) citation page (6) reflection page 7----6----5----4----	Submission meets <b>THREE OR FEWER</b> requirements: (1) title page (2) navigation (3) content with images (4) about the author page (5) citation page (6) reflection page 3----2----1----0----
<b>Content</b>  ____ Score	Subject knowledge is evident throughout. ( <b>MORE THAN REQUIRED</b> ). All information is clear, appropriate, and correct. 15----14----13----12----	Subject knowledge is evident <b>IN MUCH</b> of the product. Information is clear, appropriate, and correct. 11----10----9----8----	<b>SOME</b> subject knowledge is evident. Some information is confusing, incorrect or flawed. 7----6----5----4----	Subject knowledge is <b>NOT EVIDENT</b> . Information is confusing, incorrect or flawed. 3----2----1----0----
<b>Mechanics</b>  ____ Score	Site has <b>NO</b> misspellings or grammatical errors 15----14----13----12----	Site has <b>FEW</b> misspellings and/or grammatical errors. 11----10----9----8----	Site has <b>SEVERAL</b> misspellings and/or grammatical errors. 7----6----5----4----	Site has <b>MAJOR</b> spelling errors and/or grammatical errors. 3----2----1----0----
<b>Originality</b>  ____ Score	The <b>MAJORITY</b> of the content and many of the ideas are engaging, creative, challenging, and has varied <b>INTERACTIVE</b> activities that are well suited to implemented objectives. 15----14----13----12----	<b>SOME</b> of the content and some of the ideas are engaging, creative, challenging, and has varied activities that are well suited to implemented objectives. 11----10----9----8----	The work is an <b>EXTENSIVE COLLECTION</b> of other people's ideas, products, images and inventions. 7----6----5----4----	<b>ALL the work</b> is a collection or rehash of other people's ideas, products, images and inventions. 3----2----1----0----
<b>Technology-Organization of Content</b>  ____ Score	Logical, intuitive sequence of information. Menus and paths to <b>ALL</b> information are clear and direct. 15----14----13----12----	Logical sequence of information. Menus and paths to <b>MOST</b> information are clear and direct. 11----10----9----8----	<b>SOME</b> logical sequence of information, but menus and paths are confusing or flawed. 7----6----5----4----	<b>NO</b> logical sequence of information; menus and paths to information are not evident. 3----2----1----0----
<b>Technology-Graphical Design</b>  ____ Score	<b>ALL</b> web pages have followed the principles of design: consistency, repetition, alignment, proximity, white space, image file size, color use, font size, type, and style. 15----14----13----12----	<b>MOST</b> web pages have followed the principles of design: consistency, repetition, alignment, proximity, ratio of text to white space, image file size, color use, font size, type, and style. 11----10----9----8----	<b>SOME</b> web pages have followed the principles of design: consistency, repetition, alignment, proximity, ratio of text to white space, image file size, color use, font size, type, and style. Documents have too many focal points causing confusion. 7----6----5----4----	Exaggerated emphasis upon graphics and special effects <b>WEAKENS</b> the message and interferes with the communication of content and ideas. <b>FEW</b> web pages have followed the principles of design: alignment, contrast, consistency, typefaces, & white space. Inaccurate for content. 3----2----1----0----
<b>Technology-Web Design</b>  ____ Score	<b>ALL</b> navigational tools and buttons work on all screens and are user friendly; links are working properly. Performs well and is displayed consistently on different browsers and platforms. Has a consistent navigation bar. 15----14----13----12----	<b>MOST</b> navigational tools and buttons work on most screens and are user friendly; links are working properly. Performs well and is displayed consistently on different browsers and platforms. Has a consistent navigation bar. 11----10----9----8----	Screens are difficult to navigate, but <b>SOME</b> buttons and navigational tools work. Users can navigate a few screens. 7----6----5----4----	Buttons or navigational tools are <b>ABSENT, CONFUSING, OR NOT WORKING</b> . 3----2----1----0----

<b>Graphics</b>	<b>ALL</b> graphics are in focus, are well cropped and are clearly related to the content of the web pages.	<b>80-100%</b> of the graphics are in focus and are clearly related to the content of the web pages. Some graphics are unclear or improperly sized.	<b>70-80%</b> of the graphics are clearly related to the content of the web pages. Several graphics are unclear or improperly sized	<b>More than 20%</b> of the graphics are <b>not</b> clearly related to the content of the web pages OR <b>no</b> graphics were used.
____ Score	15-----14-----13-----12-----	11-----10-----9-----8-----	7-----6-----5-----4-----	3-----2-----1-----0-----
<b>Technology-Use of Enhancements</b>	<b>APPROPRIATE</b> amounts of video or animation enhancements are used effectively to entice users to learn and to enrich the experience. Clips are long enough to convey meaning without being too lengthy.	<b>SOME</b> video or animation 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.	<b>LIMITED</b> enhancements are present. In most instances, use of these tools is inappropriate.	<b>NO</b> enhancements are present or use of these tools is inappropriate.
____ Score	15-----14-----13-----12-----	11-----10-----9-----8-----	7-----6-----5-----4-----	3-----2-----1-----0-----
<b>Copyright and Documentation</b>	<b>ALL</b> non-original material, including clipart, is cited by Author, Publisher, Web Address, and Date. <b>ALL</b> permissions have been received. Reflection page includes <b>ALL</b> software used & skills learned.	<b>MOST</b> non-original material, including clipart, is cited by Author, Publisher, Web Address, Date. <b>MOST</b> permissions have been received. Reflection page includes <b>MOST</b> software used & skills learned.	<b>SOME</b> non-original material, including clipart, is cited by Author, Publisher, Web Address, Date. <b>SOME</b> permissions have been received. Reflection page includes <b>SOME</b> software used & skills learned.	<b>NO</b> sources have been cited for non-original material, including clipart. <b>NO</b> permissions have been received. Reflection page has <b>NO</b> mention of software used & skills learned. This project does <b>not qualify for judging.</b>
____ Score	15-----14-----13-----12-----	11-----10-----9-----8-----	7-----6-----5-----4-----	3-----2-----1-----0-----

**Total Score:** \_\_\_\_\_

Citation Page required.

\*\*Graphics may include clip art, scanned photos, digital photos, scanned art and computer-generated art.