

## North Kingstown High School Anchor Assignment Rubric

This rubric may be used for self-assessment, peer feedback, and will be used for final assessment of your web project.

A-Exemplary:

B-Proficient

Partially Proficient or Incomplete-Will resubmit within two weeks.

Criteria	Exemplary	Proficient	Developing Proficiency	Incomplete	Points
<b>Relevance of content to Fitness and selected audience</b>	<p>12 Points</p> <p>The content has a unique main idea/purpose/theme and includes useful fitness information for the audience</p> <p>The content is written clearly and concisely and points readers to high quality and up to date pertinent resources. The content is highly informative and provides essential information to the reader. The website showcases members testimonials, pictures of members, to promote interaction between members and fitness owners.</p> <p>All four web pages are there and the home page includes motivating questions and advanced organizers that provide the reader with a sense of what will be found on each Web page.</p>	<p>8 Points</p> <p>The purpose, theme, or main idea of the web site is evident with appropriate fitness information for the audience.</p> <p>The content points readers to quality information resources. The content is informative and provides useful information to the reader.</p> <p>All four web pages are there. There are clear annotations describing Web-based resources so that the reader can navigate through the sites easily and locate the needed information.</p>	<p>4 Points</p> <p>The theme or main idea of the website is vague and does not create a strong sense of purpose or include fitness information that the audience can use.</p> <p>The content points readers to information that does not relate to the purpose or theme of the page. Information is incomplete or inaccurate.</p> <p>A few of the annotations are missing or do not describe the resources clearly so that readers can navigate through sites easily and locate the needed information. Three to four web pages are completed.</p>	<p>0 Points</p> <p>The website lacks a clear purpose or central theme and is not useful for the intended audience.</p> <p>The content points readers to some information resources which are inaccurate or misleading or inappropriate for the intended audience.</p> <p>Several annotations are missing or do not describe what members will find at the site or do not include advanced organizer questions to assist members in navigating easily through sites to locate the needed information. Two or less web pages are completed.</p>	
<b>Information</b>	6 points	4 points	2 points	0 points	

<b>Design</b>	<p>Text is presented in short sections and is logically organized</p> <p>All content is proofread and spell checked</p>	<p>Some text is presented in short sections and logically organized</p> <p>There are minor problems with grammar and spelling, 1-3 mistakes</p>	<p>Text is presented in long sections but it is logically organized.</p> <p>There are 4-7 problems with grammar and spelling but it still is readable</p>	<p>Text is presented in long sections and its organization is unclear</p> <p>There are more than 7 errors in grammar and spelling; it is strongly noticeable.</p>	
<b>Presentation Design</b>	<p>24 points</p> <p>The site's content, formatting and color scheme support its purpose</p> <p>The site's color scheme, layout, and formatting is consistent.</p> <p>There is a banner, title or page subtitle, corner logo or graphic that is consistent on each page.</p> <p>Each page contains a graphic besides the logo/graphic at the top left corner. One of these graphics has been used for an image map.</p> <p>The page contains sufficient white space.</p> <p>Text is highly readable against the</p>	<p>16 points</p> <p>The site's content, formatting and color scheme are agreeable yet don't support its purpose</p> <p>The site's color scheme, layout, and formatting is consistent for all but one page.</p> <p>There is a banner, title or subtitle, corner logo or graphic that is consistent on all but one page.</p> <p>All but one page contains a graphic besides the logo/graphic at the top left corner. One of these graphics has been used for an image map.</p> <p>The page contains sufficient white space on all but one page.</p> <p>Text is readable against the</p>	<p>8 points</p> <p>Some of the site's content, formatting and color scheme support its purpose</p> <p>The site's color scheme, layout, and formatting is inconsistent in some pages.</p> <p>2 – 3 elements are missing making the pages less consistent.</p> <p>Two pages contain a graphic besides the logo/graphic at the top left corner. One of these graphics has been used for an image map.</p> <p>The page contains some white space.</p> <p>Text is difficult to read against the</p>	<p>0 points</p> <p>None of the site's content, formatting and color scheme support its purpose</p> <p>The site's color scheme, layout, and formatting is consistent on every page.</p> <p>More than 3 elements are missing</p> <p>Inconsistent graphics and/or no image map</p> <p>Too much text/graphics not enough white space.</p> <p>Text is unreadable</p>	

	<p>background</p> <p>Formatting is used to emphasize important text on all pages.</p> <p>Important information is displayed in the safe area.</p>	<p>background</p> <p>Formatting is used to emphasize important text on most pages.</p> <p>Important information is displayed in the safe area on most pages.</p>	<p>background</p> <p>Formatting is used sparingly to emphasize important text.</p> <p>Only some important information is displayed in the safe area.</p>	<p>against the background</p> <p>Formatting is not used to emphasize important text.</p> <p>None of the important information is displayed in the safe area.</p>	
<b>Interaction Design</b>	<p>12 points</p> <p>All internal and external hyperlinks work properly</p> <p>Users can move easily between all pages.</p> <p>Users can locate specific information quickly.</p> <p>Users can easily return to the Web site's home page.</p>	<p>8 points</p> <p>Most internal and external hyperlinks work properly; 1-2 do not work.</p> <p>Users can move easily between all pages but one.</p> <p>Users can locate specific information with some searching.</p> <p>Users can easily return to the Web site's home page from most pages.</p>	<p>4 points</p> <p>Not all internal and external hyperlinks work properly; 3-5 do not work.</p> <p>Users can move easily between some pages. 2-3 problems.</p> <p>Users have difficulty locating some information; need time to find it.</p> <p>Users can easily return to the Web site's home page from some pages.</p>	<p>0 points</p> <p>None of the internal and external hyperlinks work properly</p> <p>Users cannot move easily between all pages. More than 3 problems.</p> <p>Users cannot locate specific information.</p> <p>Users cannot easily return to the Web site's home page from any page.</p>	
				<b>Total Points</b>	