

CATEGORY	An Utopian Society		Names	
	4	3	2	1
<b>Content Accuracy</b>				
All information provided by the student on the Web site is detailed with examples and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is detailed with examples and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is detailed, but lacks examples and almost all of the requirements have been met.	There are several sections without details OR many of the requirements were not met.	
<b>English Conventions</b>				
There are no errors in spelling, punctuation, capitalization, or grammar in the final draft of your Web site.	There are 1-3 errors in spelling, punctuation, capitalization, or grammar in the final draft of your Web site.	There are 4-5 errors in spelling, punctuation, capitalization, or grammar in the final draft of your Web site.	There are more than 5 errors in spelling, punctuation, capitalization, or grammar in the final draft of your Web site.	
<b>Work Ethic</b>				
Student always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically is disruptive to the work of others.	
<b>Color Choices</b>				
Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.	
<b>Fonts</b>				
The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.	
<b>Graphics</b>				
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 seem randomly chosen, are of low quality, OR distract the reader.	

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.

Navigation			
Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.

Links			
Links are neat, organized, and functional. It is easy to locate all important elements.	Most links are neat, organized, and functional. It is easy to locate most important elements.	Some links are neat, organized, and functional. It is easy to locate some important elements.	Links may be confusing. It may be difficult to locate important elements.

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 seem randomly chosen, are of low quality, OR distract the reader.

Copyright			
Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from Web sites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission