Weebly Website Rubric
Mr. Williams
Digital Apps 1.0

Criteria	Below Basic (4 points)	Basic (6 points)	Proficient (8 points)	Advanced (10 points)
Content	Information is not always clear or correct. The theme or main idea of the Web page is more or less clear but does not relate to the purpose or theme of the project	Information is clear and correct. The theme or main idea of the Web page is more or less clear and related to the purpose or theme of the project.	The content has accurate and useful information. The theme or main idea of the Web page is clear and related to the purpose or theme of the project.	The theme or main idea of the Web page is clear, and pages link to related information. The content has accurate and very useful information. The theme or main idea is very clear. The Web pages link to quality information.
Writing Process	Many errors but a reader can understand the main idea.	Easy to understand, with some errors.	Clear, concise, and basically well written; still has a few errors.	Clear, concise, and well written and edited with no serious errors.
Web Skill	¼ Page, No Links	½ Page, 1-2 Links	1 Page, 3-4 Links	1+ Page, 5 Links
Layout	Layout has no structure or organization.	Uses headings; sections labeled; some formatting	Organized and consistent; good formatting.	Appearance of the page looks professional.
Images	Images unrelated to page; images recycled from other pages on the Internet; images too big/small or poorly cropped or have color problems.	Images related to page/text; images were recycled from other pages on the Internet. Images too big/small or poorly cropped or have color problems.	Images are related to page/text; student produces some images. Most images are correct size or resolution	Images have strong relation to page/text; student produces some images; images have proper size, resolution, colors, and cropping.
Creativity	Webpage contains text only and does have very minimal changes to the website outside of the basic tools that would allow the audience to interact with the page.	Webpage has no other item such as a blog, survey, or other tools that enhances the webpage minimally for the audience.	Webpage has one other item such as a blog, survey, or other tools that enhances the webpage minimally for the audience.	Webpage has other items such as blogs, survey, or other tools added to enhance the webpage and its interaction with the audience.