**Point Breakdown:**

* **10** = Outstanding work. Adhered to all requirements. High quality and creative work.
* **8** = Solid work. Adhered to most of the requirements. Work is mostly high quality.
* **6** = Job done. Completed some requirements. Average quality and creativity.
* **4** = Poor work. Did not complete most requirements. Quality of work is poor.
* **2** = Poor work. Did not complete most or all requirements. Work is unfinished and poor quality

**Grading Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Followed Directions**   * Followed through with all homework assignments * Completed the required pages * Website’s focus is your cause/movement | **2** | **4** | **6** | **8** | **10** |
| **Layout**   * Visual direction guides viewer’s eye * Information is organized and easy to read * Layout style is consistent across pages * Logo is appropriately placed on website | **2** | **4** | **6** | **8** | **10** |
| **Color Scheme**   * Colors chosen work well together * Uses an appropriate amount of colors * Color scheme sets an appropriate tone for the site | **2** | **4** | **6** | **8** | **10** |
| **Navigation**   * Main menu categories are appropriately titled * Sub categories are appropriately titled * All links (internal or external) are appropriately marked * Navigation is intuitive and user friendly * Navigation is purposeful and necessary | **2** | **4** | **6** | **8** | **10** |
| **Typography**   * Font size is consistent and readable * Font color is consistent and readable * Font displays an appropriate tone given your cause | **2** | **4** | **6** | **8** | **10** |
| **Use of Media**   * Media content aligns with website purpose * Media use is not overwhelming to users * Media is used to compliment the content and provide users with a quality experience. | **2** | **4** | **6** | **8** | **10** |
| **The Hub**   * Website has an appropriate title and URL * Website serves as the focal point of your movement * All social media profiles for movement are connected to your website | **2** | **4** | **6** | **8** | **10** |
| **Mechanics/Grammar**   * Grammatically correct incorporation of quotes and other cited materials * Shows evidence of proofreading * Well-structured sentences * Uses active voice * Subject-verb agreement and tense agreement * Appropriate use of pronouns and articles | **2** | **4** | **6** | **8** | **10** |
| **Beta-Tested**   * All links are active and work properly * Videos work properly and load correctly * Images are high quality and sized appropriately | **2** | **4** | **6** | **8** | **10** |
| **Appropriate Content**   * Content is appropriate for the cause * Content on each page is appropriate for that page * Resources featured make sense given cause * Goals and purpose of the cause are well thought out | **2** | **4** | **6** | **8** | **10** |
| **Content Completeness**   * Each page and whole website feels complete * Content is well thought out and serves a purpose * Clear time and effort were put into creating the content | **2** | **4** | **6** | **8** | **10** |
| **Creativity**   * Utilized the tools available to you * Created pages that are visually pleasing * Thought outside the box when creating pages * Site is unique and stands out * Used other successful websites as models or inspiration | **2** | **4** | **6** | **8** | **10** |
| **Communication/Writing Style**   * Language used is appropriate given your cause * Writing is clear and demonstrates knowledge of cause * Images and videos align with website message | **2** | **4** | **6** | **8** | **10** |
| **Overall Theme**   * All additional media/social media profiles maintain website’s theme * Language is consistent across media (ex. Facebook and Twitter profiles) * Color scheme and imagery consistent across media | **2** | **4** | **6** | **8** | **10** |
| **Site’s Overall Success**   * Quality of work is strong * Work is creative and inventive * Site displayed well thought out ideas * Site displays well executed technical skills * Site demonstrates some consideration for translation to mobile devices | **2** | **4** | **6** | **8** | **10** |
| **Total Points /150** | | | | | |