**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**  |