

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 <ul style="list-style-type: none">• Followed through with all homework assignments• Completed the required pages• Website's focus is your cause/movement	2	4	6	8	10
Layout <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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				