

Blizzard of 2010 Rubric

	Poor	Good	Exemplary	
Design (Organization of Content [Text] and Graphics)	1 point The page design is not entirely appropriate to the content. Idea is unclear	2 points The page design is visually pleasing, although it may not be entirely appropriate to the content	3 points The page design is visually pleasing, supports the page content, and the idea is clear	
Graphics (All Graphics Appear on Internet Explorer)	1 point Several images on the site have problems with either design or mechanical presentation	2 points The images are well designed for the most part, although there may be some minor problems with either design or mechanical presentation	3 points The images are well designed and mechanically effective, without distortion.	
Layout (Color of Text and Web Page Background)	1 point The web page appears "busy." Text is difficult to read. The background is somewhat distracting	2 points The web page layout is largely effective, although there may be some occasional problems with clarity or placement of elements	3 points The web page uses an effective and uncluttered layout, using background color to enhance the readability of text and the appearance of graphics; users with a 800 X 600 monitor don't have to scroll to the right	
Text (Sans Serif Font Used in Project – Text Mechanics)	1 point The text does not use a Sans Serif font. The text has many errors in grammar, capitalization, punctuation and spelling requiring major editing and revision	2 points The text uses a Sans Serif and/or has errors in grammar, capitalization, punctuation, and spelling requiring editing and revision.	3 points The text uses a Sans Serif font, has no errors in grammar, capitalization, punctuation, and spelling.	
Information (The Words, "The Good," "The Bad," and "The Ugly" on Web Page)	1 point Information could be better written. Does not include The Good, The Bad and The Ugly on the web page.	2 points Information could be better written. Includes The Good, The Bad and The Ugly on the web page.	3 points Information is creatively written and cleverly presented. Includes The Good, The Bad and The Ugly on the web page.	
Mechanics (Snow Webpage Works on Internet Explorer)	2 points The web page includes missing pictures but the text is readable on Internet Explorer	4 points The web page includes 3 or fewer missing pictures but the text is readable on Internet Explorer	5 points Everything on the site works: there are no missing graphics; it can be read on Internet Explorer	

Rubric Scale	
19 – 20	A
16 – 18	B
13 – 15	C
10 – 12	D
7 – 9	E