

Valentine Rubric

	Poor	Good	Exemplary	
Design (Flamingtext Heading on Valentine Website)	1 point Did not use an appropriate Flamingtext Heading. The page design is not entirely appropriate to the content. Idea is unclear	2 points Used an appropriate Flamingtext heading. The page design is visually pleasing, although it may not be entirely appropriate to the content	3 points Used an appropriate Flamingtext heading. The page design is visually pleasing, supports the page content, and the idea is clear	
Graphics (Web page graphic is correct folder)	1 point Several images on the site have problems with either design or mechanical presentation. Graphics were not in the images folder.	2 points The images are well designed for the most part, although there may be some minor problems with either design or mechanical presentation. Most of the graphics were in the images folder.	3 points The images are well designed and mechanically effective, without distortion. All of the graphics were in the images folder.	
Layout (Removed Table Borders on Valentine Website)	1 point The web page appears "busy." Text is difficult to read. The background is somewhat distracting. table borders were not removed.	2 points The web page layout is largely effective, although there may be some occasional problems with clarity or placement of elements. table borders were removed	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. The table borders were removed.	
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 (Valentine Website Contains Graphics and Text)	1 point Information could be better written	2 points Information could be better written.	3 points Information is creatively written and cleverly presented.	
Mechanics (Valentine 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