

Design a Website to Promote a Project

Student name:

Class:

Projects		Level of Performance				Feedback	
Outcome	Components	Beginning	Developing	Accomplished	Exemplary	Score	Comments
Design a Website to Promote a Project Link to Exemplary Project Link to Beginning Project	Website	Site is created but untitled. Site has not been published to the internet.	Site is created and named. Site has been published to the internet.	Site is created and named for project. Pages for relevant information are added. Site has been shared with group members or teacher. Site has been published to the internet.	Site is created and named for project. Pages for relevant information are added. Site has been shared with group members and teacher and permissions have been accurately set. Site has been published to the internet and is error-free. Link has been shared with others.		
	Formatting	Theme is selected but does not reflect project.	Theme is selected. Layout for homepage is selected, but some image or text boxes have been left empty.	Theme, theme color, and/or font style are selected and reflect project. Layouts for each page have been selected and are mostly filled out with content. Font sizes selected generally indicate relative importance of text.	Theme, theme color, and font style are selected and reflect project. Layouts for each page have been selected and are completely filled out with content. Font sizes selected indicate relative importance of text.		
	Content	Homepage includes a title, but title does not clearly describe project.	Homepage includes a title. Text on homepage shares one or two important project details. Some personal information is shared.	Homepage includes title that describes project. Text on homepage shares some important project details. Text on all pages generally supports the website's main purpose. Personal information is not shared.	Homepage includes title that describes project. Text on homepage shares the most important project details and encourages audience to read more. Text on all pages supports website's main purpose and appeals to its audience. Personal information is not shared.		
	Images/Backgrounds	One or two images are inserted but do not relate to the project. Images are not resized.	Header image is selected but does not reflect project. One or two section backgrounds are selected but they impede readability of text. Some of the images inserted illustrate text. Images are not resized. Some images are not free to use.	Header image is selected and reflects project. Section backgrounds are selected and most do not impede readability of text. Images inserted generally illustrate text. Most images are resized as necessary. All images are free to use.	Header image is selected and reflects project. Section backgrounds are selected and do not impede readability of text. Images inserted illustrate text, support website's purpose, and are appropriate for its audience. Images are resized as necessary. All images are free to use.		