

## Rubric

	Needs attention	Getting there	Nailed it!
<b>Website content &amp; ideas</b>	<ul style="list-style-type: none"> <li>*The website's topic, purpose, and goals are unclear or not stated</li> </ul>	<ul style="list-style-type: none"> <li>*The website's topic, purpose, and goals aren't immediately clear</li> <li>*The user does not have a way to find more information about the topic</li> </ul>	<ul style="list-style-type: none"> <li>*The website's topic, purpose, and goals are immediately clear and understandable</li> <li>*Users can learn more about the topic by reading an "about me" or "learn more"</li> </ul>
<b>Images &amp; Visual Assets</b>	<ul style="list-style-type: none"> <li>*Many images are clear and unpixelated</li> <li>*Little or no uploaded photos &amp; video (not from Wix's library) have a source / reference</li> <li>*The site lacks uniform branding and visual voice by either incorporating too many colors / images, or too few</li> <li>*The site is visually busy and/or difficult to view</li> </ul>	<ul style="list-style-type: none"> <li>*Most images are clear and unpixelated</li> <li>*Some uploaded photos &amp; video (not from Wix's library) have a source / reference</li> <li>*The site's branding and visual voice isn't totally clear</li> </ul>	<ul style="list-style-type: none"> <li>*All images are clear and unpixelated</li> <li>*All uploaded photos &amp; video (not from Wix's library) have a source / reference</li> <li>*The site uses just a few colors (up to 4) strategically for the website's branding</li> </ul>
<b>Fonts &amp; Written Content</b>	<ul style="list-style-type: none"> <li>*Fonts are unclear and/or not easy to read</li> <li>*The site is lacking in branding by using too many fonts</li> <li>*Many words are spelled incorrectly</li> <li>*Many sentences are complete and grammatically correct</li> </ul>	<ul style="list-style-type: none"> <li>*Most fonts are clear and easy to read</li> <li>*There are more than 3 fonts used throughout the site</li> <li>*Some words are spelled incorrectly</li> <li>*Most sentences are complete and grammatically correct</li> </ul>	<ul style="list-style-type: none"> <li>*All fonts are clear and easy to read</li> <li>*There are no more than 3 fonts used throughout the site</li> <li>*All words are spelled correctly</li> <li>*Sentences are complete and grammatically correct</li> </ul>
<b>Navigation &amp; Organization</b>	<ul style="list-style-type: none"> <li>*Much of the site is difficult</li> </ul>	<ul style="list-style-type: none"> <li>*Some parts of the site are</li> </ul>	<ul style="list-style-type: none"> <li>*The entire site is easy to</li> </ul>

	<p>to access or view</p> <p>*If including different pages, the pages are not accessible from the homepage (there is no way to navigate)</p> <p>*Headers and text (H1, H2, body text) use inconsistent fonts</p>	<p>difficult to access or view</p> <p>*If including different pages, most pages are accessible from the homepage</p> <p>*Most headers and text (H1, H2, body text) use consistent fonts</p>	<p>navigate</p> <p>*If including different pages, the pages are accessible from the homepage</p> <p>*All headers and text (H1, H2, body text) use consistent fonts</p>
<b>Accessibility</b>	<p>*The site is not easy to read</p> <p>*No videos include captions</p> <p>*The site's usability is difficult switching between mobile view and desktop view</p>	<p>*Most of the site is easy to read</p> <p>*Some videos include captions</p> <p>*The site has minor glitches in mobile view and desktop view</p>	<p>*The entire site is easy to read</p> <p>*All videos include captions</p> <p>*The site works well in mobile view and desktop view</p>
<b>Interactivity</b>	<p>*Few clickable items work: buttons produce an action when clicked; links go to internal or external pages</p> <p>*Few things you can click are clearly labeled; it's unclear what is clickable and where it leads</p>	<p>*Most clickable items work: buttons produce an action when clicked; links go to internal or external pages</p> <p>*Most things you can click are clearly labeled; some lack of clarity with what the calls to actions are</p>	<p>*All clickable items work: buttons produce an action when clicked; links go to internal or external pages</p> <p>*All things you can click are clearly labeled</p>
<b>Safety &amp; Digital footprint</b>	<p>*The site includes private information about the author that should not be on the site</p>	<p>*A few small details about the author are revealed on the site (questionable if they are private or personal info)</p>	<p>*No private information about the author is revealed on the site</p>
<b>Voice &amp; Personal Brand</b>	<p>*The site lacks a clear voice and personal brand with inconsistent visual elements, photos, fonts, and/or colors</p> <p>*The author's voice and tone does not come across in design choices</p>	<p>*The site can improve on its visual brand by thinking about repeated visual elements, photos, fonts, and/or colors</p> <p>*The author's voice and tone is slightly inconsistent across in design choices</p>	<p>*The site has a strong visual brand with repeated visual elements, photos, fonts, and/or colors</p> <p>*The author's voice and tone comes across in design choices</p>