

Web site plan rubric

This rubric will be used to grade your web plan. As you develop your plan please consider the following subcategories and the point structure.

*****Exemplary status** - it is possible to receive extra points, above the syllabus grading structure of 15 possible points for the web site plan. These points may be given out on occasion, and if given, will count as extra credit toward the final grade. This is offered as an incentive, because this is a very important product for the course.

This is the **only** opportunity for extra credit given in this course!

Please do not ask for extra credit!

	Needs work (0 points)	Average (1 points)	Accomplished (2 points)	Points possible	Exemplary *** (3 points)
Statement of Purpose	Not evident	The statement is present but not well defined.	The statement is present and very well defined.	2	Wow!
Audience	Not evident	The plan includes a section describing the audience but the audience is very broad or not well defined	The plan includes a section describing the audience, and the audience is well defined	2	Wow!
Need analysis	Not evident	The plan includes a section describing the needs of the audience but is not well defined	A section is present, and a good explanation of audience and their needs are described	2	Wow!
Software/ HTML described	Not evident	Software or HTML is described	Software/HTML is very well described	2	Wow!
Preliminary Site Map (Outline/hierarchy chart, or graphic representation)	Not evident	Present but poorly implemented	Nicely presented!	2	Wow!
	3 points	4 point possible	5 points awarded		
Description of individual web pages	Uses the words "web pages" in the narrative	An explanation is made, but the pages are not poorly described	A good explanation of individual pages is made	5	Wow!
				15 possible	