

Webpage design Rubric

Score to grade mapping rules: The minimum possible score for this rubric is **0 points** and it will be converted to the minimum grade available in this module (which is zero unless the scale is used). The maximum score **60 points** will be converted to the maximum grade. Intermediate scores will be converted respectively and rounded to the nearest available grade. If a scale is used instead of a grade, the score will be converted to the scale elements as if they were consecutive integers.

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| <p>RESEARCH EVIDENCE</p> | <p>No research evidence. No Websites Ecotourism Websites identified.</p> <p>0points</p> | <p>Two or Less Ecotourism Websites identified with only three or less Good and Bad aspects stated somewhere within the webpage.</p> <p>1points</p> | <p>At least two Ecotourism Websites identified with only three or less Good and Bad aspects stated in the Author.html doc</p> <p>2points</p> | <p>At least two Ecotourism Websites, identified with at least four Good and at least four Bad designs aspects clearly stated in the Author.html doc</p> <p>3points</p> | <p>Three Ecotourism Websites, identified with five Good and five Bad designs aspects clearly stated in the Author.html doc</p> <p>4points</p> |
| <p>CONTENT</p> | <p>Poor content</p> <p>0points</p> | <p>The webpages lacks purpose and theme. Information is inaccurate or contains significant gaps</p> <p>1points</p> | <p>The purpose and the theme of the webpages are vague or unclear. Information is accurate but not always complete. Limited research scope.</p> <p>2points</p> | <p>The webpages has as clearly stated purpose and theme, but have one or two elements that do not seem to be related to it. Information offers a comprehensive and accurate picture of the topic. Adequate research scope</p> <p>3points</p> | <p>The webpages are well stated with clear purpose and theme that is carried out across all pages. In-depth research calls on a wide variety of resources. Content is fresh, original and insightful.</p> <p>4points</p> |
| <p>LAYOUT</p> | <p>Poor Layout. The Webpage does follow any consistent layout and is completely</p> | <p>The Web pages are cluttered looking or confusing. It is often difficult to locate</p> | <p>The Web pages have a usable layout, but may appear busy or</p> | <p>The Web pages have an attractive and usable layout. It is easy to</p> | <p>The Webpages has an exceptionally attractive and usable layout. It is easy to</p> |

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| | random. 0points | important elements. Layout does not reflect ideas and content, seems random 1points | boring. It is easy to locate most of the important elements. Layout is unimaginative. 2points | locate all important elements. Layout is interesting and appropriate for content 3points | locate all important elements. Layout is creative and attractive and extends the ideas and content. 4points |
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| GRAPHICS (background, font, text color, lists, tables, white space, images) | Poor or no Graphics. 0points | Graphics seem randomly chosen, are of low quality, OR distract the reader. Poor quality of graphic elements. No sense of purpose for the inclusion of graphic elements. Little or no evidence of design principles. only 1 or no image used. 1points | Graphics are related to the theme/purpose of the site, and are of good quality. Inconsistent quality of graphic elements. Graphics are used as 'add on's' rather than as an element of meaning. Some awareness of graphic design principles is evident. At least 1 image used. 2points | Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. Graphic elements are good quality. Graphic elements contribute to meaning. Graphic design principles are followed. At least one image used. 3points | Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. Creative design causes backgrounds and other formatting elements to work exceptionally well together. Graphic elements are used in imaginative and effective way. Minimum of 2 images used. 4points |
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| FONTS | Very poor selection of Fonts 0points | A wide variety of fonts, styles and point sizes was used. 1points | The fonts are consistent and point size varies appropriately for | The fonts are consistent, easy to read and point size varies appropriately | The fonts are consistent, easy to read and point size varies appropriately |

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| | followed and assignment submitted after Hard Deadline. | followed and assignment submitted after four days within the Hard deadline. | followed and assignment submitted four days within the Hard deadline. | followed and assignment submitted three days within the Hard deadline. | followed to some extent and assignment submitted two days within the Hard deadline. | followed thoroughly and assignment submitted within one day of submission deadline. | followed thoroughly and assignment submitted on time. |
| | 0points | 4points | 6points | 8points | 10points | 12points | 14points |

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