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| **AP Research Project - Website Evaluation Rubric: *Content & Accuracy of Content – 70 points*** | | | |
| *Superb to Excellent* | *Excellent to Very Good* | *Good to Adequate* | *Adequate to Developing/Poor* |
| **Purpose:** The site has a **well-stated, clear** purpose and theme that is **evident throughout** the site.    15 – 14 – 13.5 | The site has a **clearly stated** purpose and theme, but **may** have **one or two** elements that **do not seem to be related** to it.  13 - 12 | The site has a **stated purpose** and theme, but has **one or two** elements that **do not seem to be related** to it.  11.5 – 11 – 10.5 | The purpose and theme of the site is somewhat **muddy or vague** OR appears to **lack a clear purpose and theme**.  10 – 9.5 |
| **Accuracy:** **All** information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.  15 – 14 – 13.5 | **Almost all** the information provided by the student on the  Web site is accurate **and all** requirements of the assignment have been met. 13 - 12 | **Almost all** of the information provided by the student on the Web site is accurate and **almost all** of the requirements have been met.  11.5 – 11 – 10.5 | There are **several inaccuracies** in the content provided by the students OR many of the **requirements** were **not met**.  10 –9.5 |
| **Links:** **All** links point to high quality, up-to-date, credible sites.  10 | **Almost all** links point to high quality, up-to-date, credible sites.  9 - 8 | **Most** links point to high quality, up-to-date, credible sites.  7.5 - 7 | Less than 3/4 of the links point to high quality, up-to-date, credible sites. 6.5 - 6 |
| **Audio:** Music, audio clips and/or sounds are **thoughtfully edited** and used **only** where they add to reader understanding of the content.  10 | Music, audio clips and/or sounds are used **only** where they add to reader understanding of the content  9 - 8 | Music, audio clips and/or sounds are **generally** used where they add to reader understanding, but **1 or 2 detracted** from the overall site.  7.5-7 | Music, audio clips and/or sounds were **seemingly used randomly** OR typically **detracted** from the overall site.  6.5 - 6 |
| **Borrowed Material:** Clear, easy-to-locate and accurate citations for **all** borrowed material. **All** citations are properly structured and sources are appropriately attributed. 10 | Clear, easy-to-locate and accurate citations for **almost all** borrowed material. **All** citations are properly structured and sources are appropriately attributed. 9 - 8 | Clear, easy-to-locate and accurate citations **for most** borrowed material. **Most** citations are properly structured and sources are appropriately attributed. 7.5 - 7 | Borrowed materials are **not properly documented** AND/OR Citations are **often improperly structured** and sources are **inappropriately attributed**. 6.5 - 6 |
| **Editing:** There are **no errors** in spelling, punctuation or grammar in the final draft of the Web site. 10 | There are **1-3** errors in spelling, punctuation or grammar in the final draft of the Web site. 9 - 8 | There are **4-5** errors in spelling, punctuation or grammar in the final  draft of the Web site. 7.5 - 7 | There are **more than 5** errors in spelling, punctuation or grammar in the final draft of the Web site. 6.5 - 6 |
| ***Website* *Layout and Design – 30 points*** | | | |
| *Superb to Excellent* | *Excellent to Very Good* | *Good to Adequate* | *Adequate to Developing/Poor* |
| **Layout & Background:** The Web site has an **exceptionally attractive** and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. Design plan **appears to operate in service of the student’s evaluation** of style and theme.15– 14–13.5 | The Web pages have an **attractive and usable** layout. It is easy to locate all important elements.  13 - 12 | The Web pages have a **usable** layout, but may appear busy or boring. It is easy to locate most of the important elements.  11.5 – 11 – 10.5 | The Web pages are **cluttered** looking or **confusing**. It is often difficult to locate important elements.  10 – 9.5 |
| **Link Design:** Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the user where s/he expects to go. A user **does not become lost**.    5 | Links for navigation are clearly labeled, allow the reader to  easily move from a page to related pages (forward and back), and internal links take  the user where s/he expects to go. A user **rarely** becomes lost.  4.5 - 4 | Links for navigation take the user where s/he expects to go, but  some needed links seem to be missing. A user **sometimes** gets lost.  4 – 3.5 | Some links do not take the user to the sites described. A user **typically feels lost**.  3 |
| **Fonts:** The fonts and font color are **pleasing**, **consistent, easy to read**, and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and **improves readability**. 5 | The fonts are **consistent, easy to read,** point size varies appropriately for headings & text, and colors do not diminish the user’s experience.  4.5 - 4 | The fonts are **generally** **consistent,** point size varies appropriately for headings & text, and colors do not diminish the user’s experience.  4 – 3.5 | A wide variety of fonts, styles and point sizes were used, and colors may be **distracting or may diminish** the user’s experience.  3 |
| **Graphics:** Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of **high quality** and enhance user interest or understanding. 5 | Graphics are related to the theme/purpose of the site, are of **good quality** and enhance user interest or understanding. 4.5 - 4 | Graphics are **related to the theme/purpose** of the site, and are of **generally good** quality.  4 – 3.5 | Graphics **seem randomly chosen**, are of **low quality**, OR **distract** the user.  3 |
| **Comments (*Be sure to include comments about the structure and accuracy of the embedded research essay.*)** | | | **Score** |
| **Reviewer Name:** | | |