

Student _____ Reviewer _____ Class Period _____ Project _____

Website Design Storyboard Scoring Rubric

Total Score = _____

Excellent: 20-24
Satisfactory: 16-19
Needs Improvement: 0-15

Circle a score for each rubric category listed below. Enter the project's total score in the blue box above.

Excellent = 3	Satisfactory = 2	Needs Improvement = 1
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Category	Excellent	Satisfactory	Needs Improvement
Links	3	2	1
Graphics	3	2	1
Layout	3	2	1
Navigation	3	2	1
Color Choices	3	2	1
Background	3	2	1
Fonts	3	2	1
Spelling and Grammar	3	2	1

Website Storyboard Design Rubric

Element	Excellent	Satisfactory	Needs Improvement
Links	All links are clearly identified.	Most links are clearly identified.	Few links identified.
Graphics	Graphics are included or space referencing the graphic is included. The graphics relates to the theme/purpose of the website.	Graphic not included or does not relate to theme, but graphic placeholders are mostly identified.	Limited or no graphic placeholders.
Layout	The storyboard has a visually pleasing and functional layout. It is easy to locate elements. White space, graphics, and/or alignment are used effectively to organize material.	The storyboard has a usable layout but may appear busy or boring. It is easy to locate most elements.	The storyboard is busy looking with poor layout and/or it is difficult to locate elements.
Navigation	Navigation elements are clearly labeled, are consistently placed, allow user to easily identify the next page or link.	Navigation is understood but some elements are not clearly identified.	There is very little navigation order, or navigation elements are not clearly defined.
Color	Colors of the background, fonts, and unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of the background, fonts, and unvisited and visited links may detract from the content.	Colors of the background, fonts, and unvisited and visited links make the content hard to read or distract user.
Background	The background is exceptionally attractive, is consistent across pages, adds to the theme or purpose of the site, and does not affect readability.	The background is consistent across pages and does not affect readability.	The background is not consistent and/or affects readability.
Fonts	The fonts are consistent and easy to identify and the point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and identifiable.	The fonts are consistent and the point size varies appropriately for headings and text.	The fonts are inconsistent and could not be identified.
Spelling/ Grammar	There are no major spelling or grammatical errors.	There are few spelling and/or grammatical errors.	There are many spelling and/or grammatical errors.