

WEB BASED LEARNING ENVIRONMENTS

ASSESSMENT RUBRIC



Web Page Name:

Component	Criteria			Points
	5 or 4	3 or 2	1 or 0	
Organization	<ul style="list-style-type: none"> <input type="checkbox"/> Home page draws visitor inside <input type="checkbox"/> Layout is understandable <input type="checkbox"/> Easy to navigate through information <input type="checkbox"/> Layout is logical <input type="checkbox"/> Layout is consistent on all pages 	<ul style="list-style-type: none"> <input type="checkbox"/> Some inconsistent layout of pages <input type="checkbox"/> Some links lack purpose <input type="checkbox"/> Unclear connections amongst sections <input type="checkbox"/> Poor layout and difficult to navigate 	<ul style="list-style-type: none"> <input type="checkbox"/> No orientation for visitors <input type="checkbox"/> Pages lack closure <input type="checkbox"/> No theme identified for links <input type="checkbox"/> Page layout is inconsistent <input type="checkbox"/> Unable to navigate in an organized way 	
Presentation	<ul style="list-style-type: none"> <input type="checkbox"/> Web site is clearly identified <input type="checkbox"/> The layout is clear and easy to follow <input type="checkbox"/> Background and texts work well together <input type="checkbox"/> Graphical elements are used appropriately <input type="checkbox"/> Good use of color <input type="checkbox"/> Animation is purposeful 	<ul style="list-style-type: none"> <input type="checkbox"/> Layout of most pages is easy to follow <input type="checkbox"/> Backgrounds and text are somewhat effective <input type="checkbox"/> Color is confusing <input type="checkbox"/> Purpose of graphics confusing <input type="checkbox"/> Animation not always well used 	<ul style="list-style-type: none"> <input type="checkbox"/> Layout is confusing or inappropriate <input type="checkbox"/> Backgrounds and text not effective <input type="checkbox"/> Inconsistent or inappropriate graphics <input type="checkbox"/> Poor use of color <input type="checkbox"/> Gratuitous animation 	
Technical	<ul style="list-style-type: none"> <input type="checkbox"/> Links work properly <input type="checkbox"/> Graphics are optimized for all band widths (loads quickly) <input type="checkbox"/> Works in all browsers <input type="checkbox"/> Multimedia resources work properly <input type="checkbox"/> Site is easy to find (meta tags) 	<ul style="list-style-type: none"> <input type="checkbox"/> Not all links work properly <input type="checkbox"/> Graphics are generally optimized <input type="checkbox"/> Pages work in some browsers <input type="checkbox"/> Multimedia resources work most of the time <input type="checkbox"/> Able to find site with effort 	<ul style="list-style-type: none"> <input type="checkbox"/> Links don't work properly <input type="checkbox"/> Graphic elements not optimized <input type="checkbox"/> Specific browser needed to view pages <input type="checkbox"/> Multimedia resources failed to work <input type="checkbox"/> Web site difficult to find 	

Target Audience	<ul style="list-style-type: none"> <input type="checkbox"/> It is clear who the intended audience is 	<ul style="list-style-type: none"> <input type="checkbox"/> Target audience not clear, appears to be general 	<ul style="list-style-type: none"> <input type="checkbox"/> Unclear as to who the target audience is 	
Persons with Disabilities	<ul style="list-style-type: none"> <input type="checkbox"/> Hyperlinks have tags for rollover to assist blind users <input type="checkbox"/> Paragraphs and sections have clear, accurate and informative labels <input type="checkbox"/> "Clear and Clean" fonts are used consistently <input type="checkbox"/> Pages have consistent layout and toolbar placement 	<ul style="list-style-type: none"> <input type="checkbox"/> Some pictures and icons have tags <input type="checkbox"/> Inconsistent placement of tool bar <input type="checkbox"/> Some headers to describe paragraph contents <input type="checkbox"/> Some stylized fonts 	<ul style="list-style-type: none"> <input type="checkbox"/> Hyperlinks don't have tags <input type="checkbox"/> Layout changes from page to page <input type="checkbox"/> Text is displayed as long paragraphs only <input type="checkbox"/> Font styles are hard to read 	
Content	<ul style="list-style-type: none"> <input type="checkbox"/> Information is accurate and current <input type="checkbox"/> Ideas come mainly from primary sources <input type="checkbox"/> Content and context consistent to theme <input type="checkbox"/> All information relates to the overall purpose <input type="checkbox"/> Good use of multimedia <input type="checkbox"/> Authors cited for content 	<ul style="list-style-type: none"> <input type="checkbox"/> Information not always current <input type="checkbox"/> Primary source use is not always clear <input type="checkbox"/> Does not relate content to larger context <input type="checkbox"/> Strong purpose not demonstrated <input type="checkbox"/> Multimedia components do not add value <input type="checkbox"/> Some attributions for content available 	<ul style="list-style-type: none"> <input type="checkbox"/> Information incomplete or inaccurate <input type="checkbox"/> Information not from primary sources <input type="checkbox"/> Little or no overall context for information <input type="checkbox"/> Lacks sense of purpose or central theme <input type="checkbox"/> Multimedia appears to be unrelated to topic <input type="checkbox"/> No authorship determinable 	
Multimedia	<ul style="list-style-type: none"> <input type="checkbox"/> Can send and receive e-mail from site <input type="checkbox"/> Feedback, quizzes or assessments provided student 	<ul style="list-style-type: none"> <input type="checkbox"/> Some student interaction possible 	<ul style="list-style-type: none"> <input type="checkbox"/> No e-mail capabilities <input type="checkbox"/> No student feedback capacity 	

REFERENCES

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<http://school.discovery.com/schoolhome.html>

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http://www.webpagesthatsuck.com/nielsen_dogshows.html

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