

Home Page	Needs improvement	Below basic The designer does below expectation	Basic The designer does below expectation	Proficient The designer does what was expected	Distinguished The designer goes above and beyond what was required
The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

What could the designer do to improve this page?

What did the designer do well on this page?

Page 2	Needs improvement	Below basic The designer does below expectation	Basic The designer does below expectation	Proficient The designer does what was expected	Distinguished The designer goes above and beyond what was required
The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

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Page 3	Needs improvement	Below basic The designer does below expectation	Basic The designer does below expectation	Proficient The designer does what was expected	Distinguished The designer goes above and beyond what was required
The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

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The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

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Page 5	Needs improvement	Below basic The designer does below expectation	Basic The designer does below expectation	Proficient The designer does what was expected	Distinguished The designer goes above and beyond what was required
The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

What could the designer do to improve this page?

What did the designer do well on this page?

Page 6	Needs improvement	Below basic The designer does below expectation	Basic The designer does below expectation	Proficient The designer does what was expected	Distinguished The designer goes above and beyond what was required
The format is appropriate, and is engaging	1	2	3	4	5
How would you rate the complexity of the Div layout of this page	1	2	3	4	5
Links appear and are easily spotted	1	2	3	4	5
ALL links work and take you to the appropriate page		7+ don't work	3-6 don't work	1-2 don't work	All links work
The site is easy to navigate and appropriately layered to allow browsing and quick access to material	1	2	3	4	5
This page follows the theme of the whole website, text is legible, easy to read without problems, and is not interfered by the background's colors.	1	2	3	4	5
The pictures of this page are resized in Photoshop, and were resized properly (<i>NOT stretched or warped</i>)	1	2	3	4	5

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CATEGORY	10	8	6	4
Layout x3	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.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
Content x2	The site has a well-stated clear purpose and theme that is carried out throughout the site.	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.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
Color Choices x2	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Few errors in the colors of background, fonts, unvisited and visited links. Somewhat detracted from the content, and is consistent across pages.	Colors of background, fonts, unvisited and visited links greatly detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Navigation	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 reader where s/he expects to go. A user does not become lost.	Links for navigation are labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost. 1-2 errors in links	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. 3-6 errors with links	Some links do not take the reader to the sites described. A user typically feels lost. 7+ errors in links

	5	4	3	2
Interest	The author has made an exceptional attempt to make the content of this Web site interesting to the people for whom it is intended.	The author has tried to make the content of this Web site interesting to the people for whom it is intended.	The author has put lots of information in the Web site but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others).
Load Time	The pages typically load very quickly due to small graphics, and appropriate division of content.	All pages typically load reasonably quickly due to small graphics, and appropriate division of content.	Some pages typically take more time to load due to uncompressed graphics and other elements	Most pages typically take more time to load due to uncompressed graphics and other elements
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Css Rules	The author uses only one CSS rule for each of the divs. Understanding of how div layouts work through css is evident in the code	Understanding of how div layouts work through css is somewhat evident in the code, but has some errors in the formatting of the page (example: using float left and float right together)	The author uses more than one CSS rule for each of the divs. Understanding of how div layouts work through css is somewhat evident in the code, but otherwise difficult to follow (example: having empty "mainbody" divs with no content in it.)	The author does not seem to understand how CSS rules work (not working in a wrapper, more than one css rule per div, no use of mainbody divs, etc.)