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ETEC 570

Live Mocha Rubric

Criteria	5 = Exceeds expectations	4 = Meets expectations	3 = Meets some expectations	2 = Does not meet expectations	0-1 = Unable to score; incomplete or missing work	Final Score
Basic Website Elements	All required elements present: 1 list, 1 table, font changes, use of easily viewable colors, and at least 2 graphics. Also includes at least one "advanced" element, such as java-script, CSS, frames, and/or forms. (These should add to the site and not be a distraction). All coding used is correct.	All required elements present except "advanced" elements. All coding used is correct.	Required elements are present; 1 of the elements is not coded correctly	1 to 2 required elements are missing OR are not done correctly .	Missing 3 or more required elements OR 3 or more elements are not coded correctly.	
Creativity	Items are present and provide extensive/well-defined evidence of professional practice. Contact info is present and complete.	Items are present and provide complete evidence of professional practice. Contact info is present and complete.	Items are present and provide some evidence of professional practice. Contact info is incomplete or erroneous.	One or more items are missing or incomplete. Contact information is missing.	Many items are missing or incomplete. Contact information is missing.	
Artifacts	All artifacts/ assignments present, labeled correctly and saved in correct format.	All artifacts/ assignments present, labeled correctly and saved in correct format.	One or more artifacts/assignments misplaced. One or more artifacts/assignments labeled incorrectly or	One or more artifacts/assignments missing. Cannot open one or more attached artifacts/assignments. Few artifacts	Many artifacts and assignments are missing. Cannot open attached artifacts/assignments. No artifacts	

	All artifacts have detailed descriptions and are related by the student to one or more student learning outcomes.	All artifacts have sufficient descriptions and are related by the student to one or more student learning outcomes.	saved in incorrect format. Some artifacts have descriptions and/or are related by the student to at least one student learning outcome.	have descriptions or are related by the student to at least one student learning outcome.	have descriptions and none are related by the student to at least one student learning outcome.	
Navigation	All pages linked using graphics or text links. Linked graphics do not have borders. Links are clear and located in the same area on each page. All links are functional. If links are not in the same area, they are within a reasonable area. All required links are present: (at least: 1 email link, 1 "same page" link, all pages linked, 2 links to external sites)	All pages linked using text-based links with no graphics. Links are clear and located in the same area on each page. All links are functional If links are not in the same area, they are within a reasonable area.	One link does not function properly OR site is missing one required link. Links are consistent on each page	ONE of the following is evident: a. missing 1-2 required links b. 2 or more links are broken links not consistent across all pages	No navigation strategy present; links inconsistent. Missing more than 2 required links OR at least 2 broken links.	
Accessiblity	Information is presented at a level or in a style that is extremely accessible to users in ALL of the following: Use of audio (for students with limited	Information is presented at a level or in a style that is very accessible to users in THREE of the following: Use of audio (for students with limited	Information is presented at a level or in a style that is accessible to users in TWO of the following: Use of audio (for students with limited reading skills), Use of video and or graphics or iconic	Information is presented at a level or in a style that is somewhat accessible to users in ONE of the following: Use of audio (for students with limited reading skills), Use of video and or	Information is NOT presented at a level or in a style that is accessible to users in the following: No use of audio (for students with limited reading skills), No use of video and or graphics or iconic	

	reading skills), Use of video and or graphics or iconic representations (for students with limited reading/language skills), Literacy skill level required is consistent with abilities of the users., Pages are consistent visually and functionally.	reading skills), Use of video and or graphics or iconic representations (for students with limited reading/language skills), Literacy skill level required is consistent with abilities of the users, Pages are consistent visually and functionally.	representations (for students with limited reading/language skills), Literacy skill level required is consistent with abilities of the users, Pages are consistent visually and functionally.	graphics or iconic representations (for students with limited reading/language skills), Literacy skill level required is consistent with abilities of the users, Pages are consistent visually and functionally.	representations (for students with limited reading/language skills), Literacy skill level required is not consistent with abilities of the users, Pages are not consistent visually and functionally.	
Graphics	Website clearly demonstrates design principles: with consistent alignment, proximity, repetition, and contrast. Text is easy to read on a background that is not distracting. Design is appropriate for target audience and level of anticipated computer knowledge.	Missing no more than 1 design element on no more than 1 page. Text is easy to read with appropriate font and background color. Design appropriate for target audience and level of anticipated computer knowledge.	Demonstrates 2 out of the 4 design principles. Design is appropriate for target audience and level of anticipated computer knowledge.	Site demonstrates only 1 design principle OR is not appropriate for target audience / anticipated level of computer knowledge.	Site does not demonstrate any design principles. No target audience or level of computer knowledge identified.	
Total						