

Site Structure and Page Design

Use this rubric to:

- Evaluate student work at the end of Day 9 of the Production Process

Description of an outstanding product:

An outstanding week two project is one that completed all the page layouts and the site has the “Look and Feel” specified by the client. Each content page has the appropriate controls to meet the client specifications and the designer is currently working on styling each of the content pages.

Criteria	Beginning 0-2	Developing 3-5	Accomplished 6-8	Exemplary 9-10	Score
Site Structure/ Navigation	Created the basic site structure but missing navigation.	Created the basic site structure and has the navigation working to reach each page in the site.	Created the basic site structure and has the navigation working to reach each page in the site. In addition, the navigation is correct and styled to client specifications.	Created the basic site structure and has the navigation working to reach each page in the site. The navigation is correct and styled to client specifications. Navigation elements are dynamic (Rollover buttons or Treeview/menu).	
Content Page Styling	No styling is present, or most styling is not done on content pages.	The styling is done on each content page but is not consistent across the site.	The styling is done on each content page and is consistent across the site.	The styling is done on each content page and is consistent across the site. The “Look and Feel” of the site meets client specifications.	
Content Page Controls	No controls are present, or content pages do not have the correct controls.	Most content pages have the correct controls on the page to meet client specifications.	All content pages have the correct controls on the page to meet client specifications.	All content pages have the correct controls on the page to meet client specifications. The controls are the most appropriate for the content being displayed.	