

# SUMMATIVE PORTFOLIO WEB SITE RUBRIC

CRITERIA	BELOW LEVEL 1	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	MARK
	Below 50%	50-59% (15 to 17.5/30)	60-69% (18 to 20.5/30)	70-79% (21 to 23.5/30)	80-100% (24 to 30/30)	
<b>PORTFOLIO GRAPHICS &amp; LAYOUT</b>	<ul style="list-style-type: none"> <li>only used graphics from original Weebly.com template</li> <li>very “ugly” plain graphics used, pixelated</li> <li>unfinished and/or very poorly designed pages that lack any real design or layout work</li> <li>missing or very poorly designed web banner</li> </ul>	<ul style="list-style-type: none"> <li>banner/mast-head graphic are very basic, e.g., text looks “flat,” e.g., no bevels or drop shadows</li> <li>poorly designed banner/mast-head for site</li> <li>inconsistent fonts/colours used - unappealing colour scheme and/or inappropriate fonts/sizes</li> </ul>	<ul style="list-style-type: none"> <li>acceptable banner/mast-head for site</li> <li>basic page layout/design that follows web conventions to some degree</li> <li>some use of consistent fonts/colours - website could be more unified design</li> </ul>	<ul style="list-style-type: none"> <li>well designed pages that look good</li> <li>good, professional looking banner/mast-head for site</li> <li>good page layout/design that follows most web conventions (consistent layout, placement of page elements, etc.)</li> <li>consistent, appropriate fonts and colour scheme used</li> </ul>	<ul style="list-style-type: none"> <li>decent looking web site, very well designed pages</li> <li>really decent excellent, professional looking banner/mast-head for site — banner graphic designed in Photoshop with several layers, e.g., text is bevelled and/or extruded, opacity and/or overlays are utilized within layers, etc.</li> <li>very consistent, appropriate fonts and appealing colour scheme used</li> </ul>	<b>/30</b>
<b>COMPLETENESS/ NAVIGATION &amp; USE</b>	<ul style="list-style-type: none"> <li>only one page completed</li> <li>no screenshots used</li> <li>missing or non-functional links to some projects or hard to identify links</li> <li>missing links on many pages</li> </ul>	<ul style="list-style-type: none"> <li>only two pages completed</li> <li>project elements from semester included in site, but missing some important material</li> <li>missing screenshots for most/all projects</li> <li>a number of broken or incorrect links</li> </ul>	<ul style="list-style-type: none"> <li>three pages completed</li> <li>project elements from semester included in site (a few missing elements)</li> <li>text or button links used for projects (no thumbnails)</li> <li>few if any screenshots included</li> <li>most links work as expected (minor link issues, if any)</li> </ul>	<ul style="list-style-type: none"> <li>all five pages are completed</li> <li>most project elements from semester included in site (rough work scans, links to final projects in web appropriate formats)</li> <li>some thumbnails used for links to projects</li> <li>at least one screenshot per page as required</li> <li>all links work</li> </ul>	<ul style="list-style-type: none"> <li>all project elements from semester included in site (rough work scans, links to final projects in web appropriate formats)</li> <li>thumbnails used for links to projects and clearly identified</li> <li>pages feature cropped and thumbnail screenshots as required</li> <li>additional links at bottom of pages, makes for easier navigation</li> <li>all links work perfectly</li> </ul>	<b>/30</b>
<b>PROJECT SUMMARIES</b> <ul style="list-style-type: none"> <li><b>Descriptive Paragraph</b> <ul style="list-style-type: none"> <li>⇒ what you did</li> <li>⇒ liked/enjoyed most</li> <li>⇒ found difficult</li> <li>⇒ new skills learned</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>little to no description of work, e.g., basically one sentence/point, e.g., saying, “I liked video” is not good enough</li> <li>no useful level of detail provided</li> <li>very poorly written</li> </ul>	<ul style="list-style-type: none"> <li>point form with little information, i.e., “I liked video because it was fun.”</li> <li>poor quality summaries that lack detail and are poorly written</li> <li>3 or more projects are missing summaries</li> </ul>	<ul style="list-style-type: none"> <li>brief, average quality summaries provided for most projects</li> <li>lacking some details regarding skills development, process, etc.</li> </ul>	<ul style="list-style-type: none"> <li>detailed, fairly well written summaries included for all projects</li> <li>good level of detail regarding skills development, process and challenges during projects</li> </ul>	<ul style="list-style-type: none"> <li>very detailed, well written summaries included for all projects</li> <li>excellent level of detail regarding skills development, process and challenges during projects</li> </ul>	<b>/30</b>
<b>OVERALL IMPRESSION &amp; AESTHETICS</b> (“really sick/looks good”)	<ul style="list-style-type: none"> <li>ugly looking web site that even your friends would agree that it looks terrible</li> <li>very poor impression of final work; shows lack of care and attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>“OK” looking web site, but you’d likely have to buy your friends lunch for them to look at it</li> <li>not an effective showcase of work</li> </ul>	<ul style="list-style-type: none"> <li>average to good looking portfolio that a friend with no design sense would like</li> <li>provides basic showcase of personal work</li> </ul>	<ul style="list-style-type: none"> <li>decent looking web site that you want to leave “up” for the general public to see</li> <li>good, professional looking portfolio that provides an appealing showcase of personal work</li> </ul>	<ul style="list-style-type: none"> <li>“wow factor” even your friends find this site to be extremely “sick” and you now have braggin’ rights</li> <li>you want to show this to your boss or while applying for a job to prove you’re good</li> <li>excellent, very professional looking portfolio that provides an impressive showcase of personal work</li> </ul>	<b>/10</b>

**NOTE:** students who only submit final project work in a folder (HAND-IN) and do not add material to a website will not receive a mark higher than 50% for final summative.

**TOTAL** /100