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| **Web Page Design Rubric** |
|  | **1** | **2** | **3** | **4** |
| **Layout / Design** | The pages are unattractive. Text is difficult to read. The backgrounds are distracting. | The pages appear "busy" or "boring". Text may be difficult to read. The backgrounds are somewhat distracting | The pages are eye-catching and attractive. Text is easy to read. The backgrounds are subtle and appropriate. | The pages are well organized with tables. Text spacing and alignment make reading easy. The backgrounds enhance the page. |
| **Graphics** | There are no photos, icons or clip art or they are inappropriate or of low quality. | Photos are blurry or fuzzy; icons and clip art do not "fit" with the topic. Too many pictures make the download time slow. | Photos, icons, and clip art are appropriate, of high quality, and download fairly quickly. | Photos, icons, and clip art are used creatively and may follow a theme. |
| **Information**  | Information is poorly written, inaccurate, or incomplete. | Information could be better written and too much information is given in each section. | Information is well written and interesting to read and is presented in short sections. | Information is creatively written and cleverly presented |
| **Navigation/Links** | The user may become lost or links may be missing or not working. | The user may become confused when navigating between pages. Some links may not work. | Links are consistent and easy to find so that the user can easily navigate back and forth through pages. | Links are created with images and icons to enhance the text links. |
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| **Total Points**  |  |  |  |  |