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| CATEGORY | **4** | **3** | **2** | **1** |
| **Content** | 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. |
| **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 clearly 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. | 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. | Some links do not take the reader to the sites described. A user typically feels lost. |
| **Work Ethic** | Student always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others. | Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others. | Student usually uses classroom project time well, but occasionally distracts others from their work. | Student does not use classroom project time well OR typically is disruptive to the work of others. |
| **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. |
| **Spelling and Grammar** | There are no errors in spelling, punctuation or grammar in the final draft of the Web site. | There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site. | There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site. | There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site. |