

## WebQuest Visual-Verbal Design Scoring Rubric

	Beginning	Developing	Accomplished	Site Scores		
				1	2	3
<b>Overall Visual Appeal</b>	<p>0 points</p> <p>There are few or no graphic elements. No variation in layout or typography.</p> <p>Color is garish and/or typographic variations are overused and legibility suffers. Background interferes with the readability.</p> <p>No use of headings and subheadings.</p>	<p>2 points</p> <p>Graphic elements sometimes, but not always, contribute to the understanding of concepts, ideas and relationships.</p> <p>Graphics are included, but they are too big and/or they stand alone and waste too much screen space.</p> <p>Little use of headings and subheading.</p>	<p>4 points</p> <p>Appropriate and thematic graphic elements are used to make visual connections that contribute to the understanding of concepts, ideas and relationships.</p> <p>Graphics and text are displayed side-by-side where appropriate.</p> <p>Headings and subheadings are clear.</p>			
<b>Navigation: Scheme &amp; Flow</b>	<p>0 points</p> <p>Getting through the lesson is confusing and unconventional. Pages can't be found easily and/or the way back isn't clear.</p>	<p>2 points</p> <p>There are a few places where the learner can get lost and not know where to go next. Complex navigation schemes are not adequately explained.</p>	<p>4 points</p> <p>Navigation is seamless. It is always clear to the learner what all the pieces are and how to get to them.</p> <p>If the navigation scheme is somewhat complex, then it is explained to the learner.</p>			
<b>Navigation: Mechanical Aspects</b>	<p>0 points</p> <p>There are more than 5 broken links, misplaced or missing images, badly sized tables, misspellings and/or grammatical errors.</p>	<p>1 point</p> <p>There are some broken links, misplaced or missing images, badly sized tables, misspellings and/or grammatical errors.</p>	<p>2 points</p> <p>No mechanical problems noted.</p>			

<b>Text Use</b>	0 points	2 points	4 points			
	<p>Too many different types of fonts are used.</p> <p>Selected fonts are difficult to read.</p> <p>Text in tables exceeds 8 – 15 words per line.</p> <p>Paragraphs are too long, with no use of bulleted items.</p>	<p>There is some variation in type size, color, and layout.</p> <p>Fonts are easy to read (san serif for small font sizes).</p> <p>A little too much text, and minimal use of bulleted items.</p>	<p>Differences in type size and/or color are used well and consistently.</p> <p>Fonts are easy to read.</p> <p>Text is formatted and spaced well, with paragraphs limited to 8-15 words per line and spaces between paragraphs.</p>			
<b>Total Score [14 points possible]:</b>						