

| | Level 4 (80-100%) | Level 3 (70-80%) | Level 2 (60-70%) | Level 1 (50-60%) |
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| Navigation/Links (Application) | Links are created with images and icons to enhance the text links. They are placed to enhance ease of use. | Links are consistent and easy to find so that the user can easily navigate through pages . User may have to use Back. | The user may become confused when navigating between pages. Some links may not work. | The user may become lost or links may be missing or not working. |
| Layout/Design (Inquiry) | The typography is easy-to-read and point size varies appropriately for headings and text. Use of bullets, italics, bold, and indentations enhances readability. Follows principles of graphic design as outline in class | Sometimes the typography is easy-to-read, but in a few places the use of fonts, point size, bullets, italics, bold, and indentations for headings and subheadings detract and do not enhance readability. 4 of 5 elements of graphic design followed | The typography is difficult to read and uses too many different fonts, overuse of bold, bullets, italics or lack of appropriate indentations of text. 3 of 5 elements of graphic design principles followed | The text is extremely difficult to read due to inappropriate use of fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings and body text. The background, colors and layout make the site unattractive, and it is difficult to read the information presented. Many elements of principles of graphic design not followed |
| Graphics (Application) | The photographs, graphics, sounds, and/or videos follow a theme for the content and are thoughtfully placed. Show creativity. | The photographs, graphics, sounds, and/or videos follow a theme for the content. Placement requires some additional consideration. | The photographs, graphics, sounds, and/or videos are inappropriate for the content or are distracting decorations that create a busy feeling and detract from the content. | There are no photos, icons or clip art, graphics, sounds and/or videos or they are inappropriate or of low quality |
| Own Information (Communication) | Information is creatively written and cleverly presented and is independently created from resources. | Information is well written and interesting to read and is presented in short sections | Information could be better written and too much information is given in each section. | Information is poorly written, inaccurate, or incomplete or has been copied from other sources. |
| Spelling/ Grammar/ Punctuation (Communication) | The text has no errors in grammar, capitalization, punctuation, and spelling. | The text has a few errors in grammar, capitalization, punctuation, and spelling requiring minor editing and revision. | The text has errors in grammar, capitalization, punctuation, and spelling requiring editing and revision (4 or more errors) | The text has many errors in grammar, capitalization, punctuation, and spelling requiring major editing and revision. (more than 6 errors or text copied from other sources) |
| Overall HTML Skills (Application) | Same as Level 3 plus lists, images as Links,, coloured text/background, background image, tables and frames Pages complete as per requirements. | Paragraphs; headings; title ; and the following tags as appropriate: preformatted text ; styles ; centered text ; ; use of image(s) , lists, tables. Pages complete as per requirements. | Text is broken in paragraphs; Headings are used; no other tags All pages not complete as per requirements. Pages created have formatted text, images and links. | No HTML formatting tags; Text is not broken into paragraphs Pages are incomplete or lack content. May not have links functioning or formatting of material may be random. |