EISD SchoolWires Rubric

A - Exemplary: 90-100 points

B - Proficient: 80-89 points

Partial Proficient or Incomplete: need to resubmit

Name: _____

Date: _____

Campus: _____

CRITERIA	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Elements and Design of Content					
Relevance of Content to Students and Parents	5 points The content has a unique main idea / purpose / theme and includes useful educational information for students and parents. The content is at grade level, written clearly and concisely, and points readers to high quality, up to date pertinent resources. The content is highly informative and provides essential information to the reader. Information is updated frequently and includes the date of the update to emphasize freshness of content.	4 points The purpose, theme, or main idea of the website is evident with appropriate educational information for students and parents. The content points readers to quality information resources. The content is informative and provides useful information to the reader.	3 points The theme or main idea of the website is vague and does not create a strong sense of purpose or include educational information that students and parent can use. The content points readers to information that does not relate to the purpose or theme of the page. Information is incomplete or inaccurate.	0 points The website lacks a clear purpose or central theme and is not useful to students and parents. The content points readers to some information resources which are inaccurate or misleading or inappropriate for the intended audience.	
Fair Use Guidelines	5 points Fair use guidelines are followed with proper use of citations throughout the Web page.	3 points Fair use guidelines are frequently followed and most non original material uses proper citations.	2 points Sometimes fair use guidelines are followed and some non original material uses proper citations.	0 points Fair use guidelines are not followed. Non original material is improperly cited.	
Writing Mechanics	4 points The text on all pages have no errors in grammar, capitalization, punctuation, and spelling.	3 points The text has a few errors in grammar, capitalization, punctuation, and spelling requiring minor editing and revision.	2 point The text has errors in grammar, capitalization, punctuation, and spelling requiring editing and revision. (4 or more errors)	0 points The text has many errors in grammar, capitalization, punctuation, and spelling requiring major editing and revision. (more than 6 errors)	
Contact Person, Copyright and Update Information	4 points Home page includes the author of the website or contact person including department name, telephone, date of creation or revision, and copyright information.	3 points The Web pages includes some of the criteria listed, but not all.	1 point The Web pages includes a one of the criteria.	0 points No contact information included on the Web pages.	

CRITERIA	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Use of Photos, Graphics, Sound, Animation and Video	4 points	3 points	2 points	0 points	
	All of the photographs, graphics, sound and/or video enhance the content and create interest.	Most of the photographs, graphics, sound and/or video enhance the content and create interest.	A few of the photographs, graphics, sound and/or video are inappropriate for the content and do not create interest.	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.	
	All photos, graphics, audio and/or video files are high quality images or sound with proper voice projection, appropriate language, and clear delivery. Background audio is kept in balance and does not overpower the primary audio.	Most of the photos, graphics, audio and/or video files are high quality images or sound and effectively enhance the content and create interest. Background audio is kept in balance and does not overpower the primary audio.	Some of the photos and graphics are not high quality images. A few of the audio and/or video files are edited with inconsistent clarity or sound (too loud/too soft/garbled) and ineffectively enhance reflective statements, do not create interest, and are inappropriate examples for one or more teaching standards.	Many of the photos and graphics are not high quality images or are not properly edited for Web display. Audio and/or video files are not edited or exhibit inconsistent clarity or sound (too loud/too soft/garbled) and ineffectively enhance reflective statements. The audio and/or video files are inappropriate examples for the content.	
	Creativity and original images enhance the content of the Web pages in an innovative way	Most of the files show use of creativity and original images to enhance the content of the Web pages.	Some use of creativity or original images is evident that enhances the content of the Web pages.	No use of original images is evident to enhance content of the Web pages in an innovative way	
Layout and Text Elements	4 points	3 points	1 point	0 points	
	The typography is easy-to-read and point size varies appropriately for headings and text.	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.	The typography is difficult to read and uses too many different fonts, overuse of bold, bullets, italics or lack of appropriate indentations of text.	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.	
	Use of bullets, italics, bold, and indentations enhances readability. The background, colors and layout are artful and consistent across the website and enhance the readability of the information presented.	A few minor format inconsistencies decrease readers' accessibility to the content. The layout uses horizontal and vertical white space appropriately in most places.	Some formatting tools are under- or over-utilized and decrease the readers' accessibility to the content. There are several format inconsistencies throughout the website. The layout uses horizontal and vertical white space inappropriately in some places.	Many formatting tools are under- or over-utilized and decrease the readers' accessibility to the content. There are numerous format inconsistencies throughout the website. The layout uses horizontal and vertical white space inappropriately and the content appears cluttered.	

CRITERIA	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Internal and External Navigation	4 points All of the menus, navigation links and all internal links and sections of the website connect back to the home page and/or sitemap. All external links to connecting websites are active and functioning.	3 points Most of the menus, navigation links and internal links to sections of the website connect back to the home page and/or sitemap. Most of the external links to connecting websites are active and functioning.	1 point Not all of the menus, navigation links and internal links to sections of the website connect to the intended site. Some of the external links to connecting websites are not active and functioning.	0 points There are significant problems with menus, navigation links and internal links to sections of the website. Many external links to connecting websites are not active and functioning.	
Contents of Each Web Page (in any order)					
Home Page	9 points A good introduction is present. Page invites the viewer to explore the website. Page explains to the viewer what they can expect on subsequent web pages. This page does not include personal information or course descriptions.	2 points Introduction is present, but does not capture the essence of the web site. Page inviting, but is busy with graphics and animation	1 point Introduction is not present. Only a title or graphic is on the page. Webpage is not inviting.	0 points No information is present.	
Meet the Teacher Page	9 points Meet the Teacher page should have relevant information about the teacher. This is not a place to over-share… just enough information for students and parents. Includes a yearbook-style photo.	2 points Picture is present, but not enough or too much information is present.	1 point No picture is present. Too much/not enough information is present.	0 points No information is present. No photo is present.	
Blog Page	9 points Blog page includes at least two relevant posts to the site that encourages others to respond. At least two posts are present and several relevant responses are present.	2 points Blog page includes a relevant post, but no responses,	1 point Blog page includes a post, but no responses	0 points Blog page does not include a post.	
Podcast Page	9 points Podcast page includes a self-made video that focuses on one topic. Video should be at least 1 minute long, but less than 5 minutes long.	2 points Podcast includes a self-made video, but is either too long, too short, or does not address a particular topic.	1 point Podcast contains a podcast, but was not made by the teacher.	0 points No podcast is present	

CRITERIA	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Student Showcase Page	9 points Student Showcase page includes scans or links to several student works. (about 50% of your class) Only first names are present on the student products. No grades are present.	2 points The Student Showcase page includes some of the criteria listed, but not all. Less than 50% of your class of student are represented.	1 point Student Showcase page has less than 25% of student products represented.	0 points Student Showcase page has no student products.	
Course Description Page	9 points Course Description page includes an outline or syllabus of the course or classroom grade level. Enough detail is presnt to satisfy a typical parent or student of what to expect in this class. Detail should be included, but should be determined by the grade and content level.	2 points Course Description page includes an outline or syllabus, but does not give enough information about the class to satisfy the questions of a typical parent or student.	1 point Course Description is present, but the page is empty or has undercobnstruction information present.	0 points No Course Description page is included in web.	
Helpful Links Page	9 points Helpful Links page has several useful links for students and parents. This is the place students want to go to to begin research on classroom work.	2 points Helpful Links page is present, but some links are broken, or there are not very many useful links.	1 point Helpful Links page is present, but does not have any relevant information for students.	0 points No Helpful Links page is present	
Instructional Resources Page	7 points The Instructional Resource page is full of Teacher directed lessons and activities. It is apparent that the teacher uses this page to direct discussion and activities in the classroom.	2 points Instructional Resources page is present, but only has a few relevant teacher directed activities imbedded on the site. Does not appear to be a teaching resource that the teacher uses in the classroom.	1 point Instructional Resources page is present, but does not have any relevant information for for the teacher to use in the classroom	0 points No Instructional Resources page is present	
				TOTAL POINTS	/100

Comments: