Edgewood ISD Schoolwires Rubric

90 -100 points: Exemplary
80 - 89 points: Proficient
≤ 79 points: Partial Profient or Incomplete, Please resubmit

Professional Web Portfolio — PHASE III — EISD Technology Assessments • SBEC Technology Application Standards

Name: _____

Campus: _____

Date: _____

Section 1: Elements and Design of Content

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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.
Feedback				**Points**

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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.
Feedback				**Points**

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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 Points** 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)
Feedback				**Points**

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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.
Feedback				**Points**

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Use of Photos, Graphics, Sound, Animation and Video	**4 Points** All of the photographs, graphics, sound and/or video enhance the content and create interest. 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. Creativity and original images enhance the content of the Web pages in an innovative way	**3 Points** Most of the photographs, graphics, sound and/or video enhance the content and create interest. 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. Most of the files show use of creativity and original images to enhance the content of the Web pages.	**2 Points** A few of the photographs, graphics, sound and/or video are inappropriate for the content and do not create interest. 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. Some use of creativity or original images is evident that enhances the content of the Web pages.	**0 Points** 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. 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. No use of original images is evident to enhance content of the Web pages in an innovative way

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Layout and Text Elements	**4 Points** The typography is easy-to-read and point size varies appropriately for headings and 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.	**3 Points** 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. A few minor format inconsistencies decrease readers' accessibility to the content. The layout uses horizontal and vertical white space appropriately in most places.	**2 Points** The typography is difficult to read and uses too many different fonts, overuse of bold, bullets, italics or lack of appropriate indentations of text. 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.	**0 Points** 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. 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.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Intenal 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.

Feedback				Points

Section 2: Individual Webpage Content (Any Order)

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Meet the Teacher	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.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Blog, Wiki, Discussion, or Question and Answer App 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.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Podcast Page (Episodic series of Audio or Video feeds)	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

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
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.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Course Description Page	9 Points Course Description page includes an outline or syllabus of the course or classroom grade level. Enough detail is present 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 under construction information present.	0 Points No Course Description page is included in web.

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Helpful Resources (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

Feedback				Points

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete
Instructional Resource 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 Resource 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

Feedback				Points

Overall Feedback	Overall Score