

	Incomplete	Level 1	Level 2	Level 3	Level 4			
	0	5 5	6 6	7 7	8 8	10		
<b>Knowledge</b>								
-shows knowledge of webpage design -Home Page-index -secondary WebPages	Uncompleted home webpage	Shows some knowledge of web page design	-creation of home page(index) and some web pages -all documents in the webpage file - limited compression of Photoshop files	-creation of home page(index.html) and web pages -compression of Photoshop files -conversion of Premiere movie into QuickTime and plugged into a webpage -Flash file .swf included in webpage Link up of WebPages to home	<b>All of level 3 plus</b> <b>-shows detailed knowledge of features such as: tables, formatting text, alignment of images, flash buttons, back buttons, parameter commands etc.</b>		1.5	0
<b>Thinking and Inquiry</b>							.	
target audience and site purpose- teacher and a potential comm. tech. employer	It does not appeal to the target audience- improper language, not	A very short description on the target audience <b>OR</b> the purpose of the school's website	Your webpage is designed to somewhat appeal to the target audience	Your webpage is designed to appeal to the target audience	Meets level 3 and has verbal information that highlights your knowledge in this area.		.5.	0
navigation structure for the site- easy to get around the site- organization makes sense	No navigation structure	No navigation structure but the structure is indicated by the buttons on the index page	Navigation structure included- very basic	Navigation structure included Navigation structure handed in and followed	Navigation structure included Navigation structure handed in and followed - effective navigation planning		0.25	0
<b>Application</b>								
-applies knowledge of dreamweaver to create webpages	Uncomplete d home page	Created a home page -no other pages	Created a home page and 2 or 3 of the required projects	Created a home page with links to four of the required projects: Photoshop- exercises and final project Powerpoint project Movie saved in Quicktime Flash- car, record, and actionscript projects	All of level 3 plus some of the extras below: -pics from field trip(higher mark if ther are pics and thumbnails) -flash does not loop -extra pages and /or features -explanations of projects, before after pictures, text etc -greater detail on the WebPages -reflections of work		1.5	0
-applies knowledge of flash to add additional animation to the website		Imported flash to the site	Created a very simple flash graphic for the site, or using flash buttons	Created a flash graphic for the website	- created a detailed Flash graphic for the website, showing a comprehensive knowledge of Flash- High quality flash assignment with a complex design		0.25	0
ORGANIZATION Home Page	What's a home page	-named it anything else	- named the main site index but used an introduction and did not call it index.	-named the first page index	- named the first page index		.5.	0

Links and Folder	-no links	-no links (only 1 page)	-All pages linked to the home page -no link back to the home page	-all pages linked to the home page -back or home hyperlink	-all pages linked onto home page -back or home buttons -navigation bars -links between pages		1	0
Folder	- no folder	Some material missed the folder and 50 % of the images didn't load	Some material missed the folder and 30 % of the images didn't load -or no images	All material in the same folder and most of the image links work	All material in the same folder and all the image links work. All images are in an image folder		.5.	0
Images	- no images	- size under 1 Mb	- s size under 500	- small size under 150 Kb so they load fast	-small size under 150 Kb so they load fastt, good choice of images		1	0
<b>Communication</b>								0
LAYOUT Tables, headings, alignment	None of the material inside a table format and in a very unorganized layout	None of the material inside a table format, Material somewhat organized	Some of the material inside a table format -appears well organized (headings, information lined up etc.)	Most of the material inside a table format -appears extremely well organized (headings, navigation bar, formation lined up etc.) Visually pleasing	Most of the material inside a table format -appears extremely well organized (headings, navigation bar, formation lined up etc.) A high quality visually appealing home page Most important information above the fold (not spread out so viewers have to scroll)		1	0
Usability	No links, information on one page	Links hard to find to dummy school pages or not created	Able to find information, some of the links work	Able to navigate to the other pages	Able to navigate to the other pages –link back to the home page possible addition of a navigation bar possible addition to third layer pages		.5.	0
Images	- no images	- one images	-few images, not quite related to the web page	-add to the web page	- are an integral part of the web page, serve as links -took the initiative to take new pictures with the camera		1	0
Grammar and spelling	I can't read it	So many mistakes it makes it difficult to read	Many mistakes	Very few mistakes	No mistakes, well written easy to understand		.5.	0
Reflection on your Ridgemont website met your goals.	No reflection	A one sentence reflection how your Ridgemont website met your goals.	A brief reflection on how your Ridgemont website met your goals.	Reflection your Ridgemont website met your goals.	A detailed reflection on how your Ridgemont website met your goals. Enough detail to help me evaluate your site. I would have missed stuff if I didn't have this reflection- Good going		.5.	0
Additional reflection on the course <b>BONUS</b>	Submitted no reflection	Submitted an extremely brief reflection	Submitted reflection, answered a few questions on the handout assignment	Submitted reflection answered most of the questions on the handout assignment	Submitted detailed reflection- I really learned from it		.5.	