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| Criteria | 1 | 2 | 3 | 4 |
| Content | Information is incomplete or not correct. The Web page does not have a clear purpose or central theme | Information is clear and correct. The theme or main idea of the Web page is more or less clear and related to the purpose or theme of the project. | The content has accurate and useful information. The theme or main idea of the Web page is clear and related to the purpose or theme of the project. | The theme or main idea of the Web page is clear, and pages link to related information. The content has accurate and very useful information. The theme or main idea is very clear. The Web pages link to quality information. |
| Writing | Difficult to understand the main idea, many errors in spelling, grammar. | Easy to understand, with some errors. | Clear, concise, and basically well written; may have a few errors. | Clear, concise, and well written and edited with no serious errors. |
| Web Skill | 1 page. May include a title. | 2 pages with images or links to other resources, title on one or more pages. Quiz page may be missing. | 3 pages with clear labeling and order, easy to navigate, pages have titles or headings. Has a quiz page. | 3–5 pages with clear order; labeling and navigation is clear; links work. Has a quiz page with 3 questions. |
| Images | No images or images that are unrelated to topic. | Images related to page/text; images too big/small or poorly cropped or have color problems. | Images related to page/text. Some images may be too big/small or poorly cropped or have color problems. | Images have strong relation to page/text; some images are produced by student; images have proper size, resolution, colors, and cropping. |
| Layout | Layout has no structure or organization. | Text broken into paragraphs and/or sections. Attempted a formatted layout. | Layout is organized and consistent; good formatting. | Appearance of the page looks professional and organized. |