

## Rubric for Hotel Website Design

| Criteria         | weight | Exceptional  | Admirable  | Marginal   | Unacceptable   |
|------------------|--------|--|--|--|--|
| <b>Theme</b>     | 20%    | <input type="checkbox"/> The site has a well-stated clear purpose and theme that is carried out throughout the site.   | <input type="checkbox"/> The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.   | <input type="checkbox"/> The purpose and theme of the site is somewhat muddy or vague.   | <input type="checkbox"/> The site lacks a purpose and theme.   |
| <b>Layout</b>    | 35%    | <input type="checkbox"/> The Web site has an exceptionally eye-catching and usable layout.<br><input type="checkbox"/> It is very easy to locate all important elements.<br><input type="checkbox"/> Outstanding use of color, design, and space<br><input type="checkbox"/> Original and creative design<br><input type="checkbox"/> Overall design is pleasing and harmonious                  | <input type="checkbox"/> The Web pages have an eye-catching and usable layout.<br><input type="checkbox"/> It is easy to locate all important elements.<br><input type="checkbox"/> Adequate use of color, design, and space<br><input type="checkbox"/> Design is adequate<br><input type="checkbox"/> Overall design is mostly pleasing and harmonious                           | <input type="checkbox"/> The Web pages have a usable layout, but may appear busy or unexciting.<br><input type="checkbox"/> It is easy to locate most of the important elements.<br><input type="checkbox"/> Inappropriate use of color, design, and space<br><input type="checkbox"/> Design lacks creativity<br><input type="checkbox"/> Lack of harmonious design                                       | <input type="checkbox"/> The Web pages are cluttered looking or confusing.<br><input type="checkbox"/> It is often difficult to locate important elements.<br><input type="checkbox"/> Little attempt to use color, design and space appropriately<br><input type="checkbox"/> Design is dull<br><input type="checkbox"/> Project has sloppy appearance  |
| <b>Product</b>   | 35%    | <input type="checkbox"/> Logical, intuitive sequence<br><input type="checkbox"/> Consistent menus; paths are clear<br><input type="checkbox"/> Original, inventive, creative<br><input type="checkbox"/> Visuals effectively entice audience<br><input type="checkbox"/> All illustrations complement the webpage<br><input type="checkbox"/> Information adequately supports purpose of website | <input type="checkbox"/> Logical<br><input type="checkbox"/> Generally consistent menus; clear paths<br><input type="checkbox"/> Original<br><input type="checkbox"/> Visuals and images convey message<br><input type="checkbox"/> Most illustrations complement purpose of webpage<br><input type="checkbox"/> Information is mostly adequate and supportive of visual's purpose | <input type="checkbox"/> Some logic<br><input type="checkbox"/> Somewhat consistent menus; somewhat clear paths<br><input type="checkbox"/> Some originality<br><input type="checkbox"/> Use of visuals and images is limited<br><input type="checkbox"/> Few illustrations complement purpose of webpage<br><input type="checkbox"/> Inadequate information is not clearly supportive of visual's purpose | <input type="checkbox"/> Information confusing<br><input type="checkbox"/> Inconsistent menus and paths<br><input type="checkbox"/> Rehash of other people's ideas<br><input type="checkbox"/> Use of visuals and images is confusing or absent<br><input type="checkbox"/> Illustrations do not complement purpose of webpage<br><input type="checkbox"/> Information does not support the visual's purpose |
| <b>Mechanics</b> | 10%    | <input type="checkbox"/> Correct grammar, usage, mechanics, spelling   | <input type="checkbox"/> Mostly correct grammar, usage, mechanics, spelling  | <input type="checkbox"/> Several grammar, usage, mechanics, spelling errors  | <input type="checkbox"/> Obvious grammar, usage, mechanics, spelling errors  |

Assignment Score \_\_\_\_\_ + Beyonder/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_