

CATEGORY	4	3	2	1
Color Choices	Colors of background, fonts, and links form a pleasing palette, do not detract from the content.	Colors of background, fonts, links do not detract from the content, and are consistent across pages.	Colors of background, fonts, and links do not detract from the content.	Colors of background, fonts, and links make the content hard to read or otherwise distract the reader.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the banner.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the banner.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the banner.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the banner.
Interest	The author has made an exceptional attempt to make the content of this banner interesting to the people for whom it is intended.	The author has tried to make the content of this banner interesting to the people for whom it is intended.	The author has put lots of information in the banner but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.
Learning of Material	The student has an exceptional understanding of the material included in the site and where to find additional information. Can easily answer questions about the content and procedures used to make the banner.	The student has a good understanding of the material included in the site. Can easily answer questions about the content and procedures used to make the banner.	The student has a fair understanding of the material included in the site. Can easily answer most questions about the content and procedures used to make the banner.	Student did not appear to learn much from this project. Cannot answer most questions about the content and the procedures used to make the banner.
Work Ethic	Student always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically is disruptive to the work of others.
Content Accuracy	All information provided by the student on the banner is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the banner is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the banner is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met.