

**Tools for the Development of Instruction**  
**MSET Ramapo College of NJ**  
**Web Site Evaluation**

	<b>Beginning</b>	<b>Developing</b>	<b>Accomplished</b>
<b>OVERALL AESTHETICS</b>			
<b>Overall Visual Appeal</b>	<p style="text-align: center;"><b>0 points</b></p> <p>Graphic elements are missing or inconsistent. Color is garish and/or font variations are overused and legibility suffers. Background interferes with readability.</p>	<p style="text-align: center;"><b>1 points</b></p> <p>Graphic elements are present, fairly consistent, with some variation. There is some variation in type size, color, and layout.</p>	<p style="text-align: center;"><b>3 points</b></p> <p>Graphic elements are consistent and appropriate. Differences in type size and/or color are used well and consistently</p>
<b>Overall Design Elements</b> (Logo, Background color, font, size, style)	<p style="text-align: center;"><b>0 points</b></p> <p>None or inconsistent</p>	<p style="text-align: center;"><b>2 points</b></p> <p>Present and fairly consistent, some variation.</p>	<p style="text-align: center;"><b>4 points</b></p> <p>Overall design is consistent and changes are only to convey meaning.</p>
<b>Navigation and Flow</b>	<p style="text-align: center;"><b>0 points</b></p> <p>Getting through the lesson is confusing, illogical and/or unconventional. Pages can't be found easily and/or the way back isn't clear.</p>	<p style="text-align: center;"><b>2 points</b></p> <p>There are a few places where the learner can get lost and not know where to go next. Links to external sites open in new window some of the time.</p>	<p style="text-align: center;"><b>4 points</b></p> <p>Navigation is seamless. It is always clear to the learner what all the pieces are and how to get to them. Links to external sites open in new window consistently.</p>
<b>Mechanical Aspects</b>	<p style="text-align: center;"><b>0 points</b></p> <p>There are more than 2 broken links, misplaced or missing images, horizontal scrolling required, misspellings and/or grammatical errors.</p>	<p style="text-align: center;"><b>1 point</b></p> <p>There are no broken links. No more than 2 misplaced or missing images, misspellings and/or grammatical errors.</p>	<p style="text-align: center;"><b>2 points</b></p> <p>No mechanical problems present</p>
<b>Required Properties</b> Author information, date of last update, e-mail address, Page Title	<p style="text-align: center;"><b>0 points</b></p> <p>Some pages are missing the required properties.</p>	<p style="text-align: center;"><b>1 point</b></p> <p>Website has no more than 5 missing properties.</p>	<p style="text-align: center;"><b>2 points</b></p> <p>Website has all required properties on all pages.</p>
<b>Graphic Elements</b> jpgs, gifs, animated gifs, audio, video, flash, etc.	<p style="text-align: center;"><b>0 points</b></p> <p>Page sizes consistently exceed 60K. Graphic elements add little or no value to the page.</p>	<p style="text-align: center;"><b>1 points</b></p> <p>Essential pages consistently total between 40K &amp; 60K. Alternate printable/viewable pages provided for pages larger than 60K.</p>	<p style="text-align: center;"><b>2 points</b></p> <p>All graphic elements optimized* to the greatest degree possible. Multimedia elements included only if they provide unique, necessary content.</p>

\* physical size of all graphic elements should be limited to what is necessary. Jpgs, audio files, and video files should be compressed to the greatest degree possible without sacrificing quality.

<b>HOME PAGE</b>			
<b>Usage Effectiveness of Home Page</b>	<b>0 points</b> Home page does not address the overarching question. It is confusing and has unclear objectives.	<b>1 point</b> Home Page addresses some of the overarching questions.	<b>2 points</b> Home Page accurately addresses the overarching question.
<b>Cognitive Effectiveness of the Home Page</b>	<b>0 points</b> The Home Page doesn't provide a clear vision of the site objectives and resources.	<b>1 point</b> The Home Page gives user a basic idea of site content.	<b>2 points</b> Home Page draws the reader into the lesson by relating to the learner's interests or goals and/or engagingly describes a compelling question or problem.
<b>Student Outcome</b>  Connection of outcome to standards	<b>0 Points</b> Student outcome (or task) is not related to standards.	<b>3 points</b> Student outcome (or task) is not clearly connected to what students must know and be able to do to achieve proficiency of those standards.	<b>4 points</b> Student outcome (or task) is referenced to standards and is clearly connected to what students must know and be able to do to achieve proficiency of those standards.
<b>Activities (AKA: Process, Student Pages, what students will be doing)</b>			
<b>Activities/Process</b>	<b>0 points</b> Activity or process is not clearly stated. It may assume steps or be poorly sequenced	<b>2 points</b> Each step of process stated accurately in proper sequence so that needed knowledge/skills would logically be acquired by the user.	<b>4 points</b> Directions are accurate, explicit, clearly stated, and written in age-appropriate language. Will include references to an example or model as appropriate.
<b>Scaffolding of Activities</b>	<b>0 points</b> Activities are unconnected / disjointed or do not build on each other. They do not, in and of themselves, provide the necessary knowledge/skills to accomplish subsequent tasks.	<b>3 points</b> Activities logically sequenced and build on prior skills. Each step provides needed knowledge/skills needed to accomplish the next subsequent step.	<b>5 points</b> Activities are designed to take students from basic knowledge to higher-level skills. Checks for understanding are built in so the user or instructor can assess progress <i>during</i> the activity.
<b>Resources:</b> evaluate all resources linked to the page; books, videos, and other off-line resources should be used when appropriate.			
<b>Relevance &amp; quality of Resources</b>  Please make note of your time frame.	<b>0 points</b> Resources provided are not sufficient for students to accomplish the task or there are too many resources for learners to look at in a reasonable time.	<b>2 points</b> There is some connection between the resources and the information needed for students to accomplish the student outcome. Some resources don't add anything new.	<b>4 points</b> There is a clear and meaningful connection between all the resources and the information needed for students to accomplish the expected outcome. Every resource carries its weight.

<b>Quality of Resources</b>	<b>0 points</b> Links are mundane. They lead to information that could be found in a classroom encyclopedia.	<b>2 points</b> Some links carry information not ordinarily found in the classroom.	<b>3 points</b> Varied resources provide meaningful information for students to think deeply.
<b>Resource Citation</b>	<b>0 points</b> No citation.	<b>2 points</b> Some citation but incomplete format.	<b>3 points</b> All resources are cited properly.
<b>Assessment (Assessment of student learning piece)</b>			
<b>Clarity of Evaluation Criteria</b>	<b>0 points</b> Criteria for success are not described.	<b>3 points</b> Criteria for success are at least partially described.	<b>5 points</b> The evaluation instrument clearly measures what students must know and be able to do to accomplish the outcome.
<b>Assessment of Learning Objective Achievement</b>	<b>0 Points</b> No learner assessment component, or assessment component does not truly measure accomplishment of learning objectives	<b>3 Points</b> Learner assessment component does not assess all learning objectives, or produces non-quantifiable results.	<b>5 Points</b> Learner assessment component clearly, accurately, and quantifiably assesses individual user accomplishment of objectives.
<b>Evaluation (Web site usability and effectiveness)</b>			
<b>Accessibility</b>	<b>0 points</b> Site is not Bobby compliant Level 1 Some graphics include Alt text	<b>1 point</b> All graphics include alt text defining either graphic image or link function.	<b>2 points</b> Site is Bobby compliant. Level 1
<b>Beta Test</b>	<b>0 points</b> No Beta Test Completed	<b>2 points</b> Beta Test completed, audience chosen does not include learner audience. Major rubric elements not reviewed. Significant Beta Test findings not included in revisions.	<b>4 points</b> Beta Test complete with learner target surveyed. Findings fully incorporated into final revisions.

## Course Grading Scale

**Possible Points** - *CheckPoints: 20; Portfolio Cleanup: 20; Final Project: 60*

A 94 - 100  
A- 90 - 93

B+ 86 - 89  
B 83 - 85  
B- 80 - 82

C+ 76 - 79  
C 73 - 75  
C- 70 - 72