

Informative Webpage Scoring Rubric

<u>Performance Levels</u>				
Criteria	Exceeds Expectations (4)	Meets Expectations (3)	Below Expectations (2)	Well Below Expectations (1)
Content Development	Writer correctly employs nearly all of the major political concepts, personalities, or events needed to give a complete answer to the essay prompt.	The writer correctly employs most of the major political concepts, personalities, or events needed to give a complete answer to the essay prompt, or employs them, but with some errors in their application to the topic.	The writer omits some major political concepts, personalities or events needed to give a complete answer to the essay prompt, and/or makes significant errors in their application to the topic.	The writer hardly uses major political concepts, personalities, or events at all in the essay, and/or makes significant errors in their application to the topic.
Quantitative Data	Quantitative data about the topic is presented very effectively as tables or graphs.	Quantitative data about the topic is presented as tables or graphs.	There is some quantitative data presented about the topic.	There is no quantitative data presented about the topic.
Credible Evidence	Assertions on the webpage are almost always supported by credible evidence.	Assertions on the webpage are generally supported by credible evidence.	Assertions on the webpage are sometimes supported by evidence.	Assertions on the webpage are often unsupported.
Analysis	Analysis is original, fresh and convincing—indicating the author has thought carefully about his/her approach.	Analysis is usually original, fresh, and compelling.	Analysis is not original, fresh and compelling, because it is limited to the cited evidence.	Original analysis is not evident.
Page Layout	The pages of the informative website are very attractive, with an appropriate mix of headings, text, images and quantitative data.	The pages of the informative website are generally attractive.	The pages of the informative website don't flow very well because they don't have a good mix of headings, text, images, and quantitative data.	The pages of the informative website are confusing and unattractive.
Control of Syntax and Mechanics	The writer demonstrates a good grasp of standard writing conventions (e.g., spelling, punctuation, capitalization, grammar, usage, paragraphing, word meaning) and uses conventions effectively to enhance readability. Errors tend to be so few that just minor revisions would get this piece ready to publish.	The writer usually demonstrates a good grasp of standard writing conventions and uses conventions effectively to enhance readability. Errors tend to be relatively few.	The writer shows limited control over standard writing conventions. Conventions are sometimes handled well and enhance readability; at other times, errors are distracting and impair readability.	Errors in spelling, punctuation, capitalization, usage, grammar and paragraphing repeatedly distract the reader and make the text difficult to read.