**Basic Site Evaluation and Rubric Creation**

**Overview**

These two lessons give students a basic understanding of the principles behind effective website design and implementation. Although students will be eager to get started developing their first websites, this is an excellent opportunity to encourage them to stop and think about the big picture before plunging in. This module is highly interactive, as students visit a variety of websites and discuss what they perceive to be good and bad qualities of each.

Ultimately students in this module will develop a rubric by which website quality can be measured. This rubric will be revisited throughout the course, and will be used in evaluating the quality of students' own work. Students should feel free to develop their own rubric, but should be given enough information and subtle guidance that their rubric is reflective of commonly accepting beliefs in the web design community.

Color theory, conformance to web standards, and accessible design for persons with disabilities are covered later in this unit, but students should at least be introduced to these ideas during class discussion of web quality issues, and should be encouraged to include them in their rubric.

The rubric should be viewed as a working document, and students should feel free to update their rubrics at any time throughout the course as they learn more about web design.