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**GRADING RUBRIC FOR PROJECT #2**

<b>Rhetorical Concern</b>	<b>9-10 points</b>	<b>7-8 points</b>	<b>5-6 points</b>	<b>0-4 points</b>	<b>Points Earned</b>
<b>Audience</b>	Addresses audience with exceptional consistency, clarity, and insight throughout the site.	Clearly and consistently targets the audience throughout the site.	Contains inconsistencies addressing the audience.	Fails to adequately identify or address a targeted audience.	
<b>Thesis</b>	Presents a thesis that is exceptionally well stated, fully supportable, and appropriately qualified.	Presents a thesis that is sufficiently clear in its statement, is supportable, and is qualified.	Presents a thesis that contains problems with clarity, supportability, and/or qualification.	Fails to provide a clear, qualified, and supportable thesis.	
<b>Grounds / Logos</b>	Presents research / grounds / logos that is exceptionally thorough, logically discussed, and consistently integrated into the site's argument, and well cited internally.	Presents research / grounds / logos that is sufficiently thorough, logically discussed, integrated into the site's discussion, and cited internally.	Presents grounds / logos that is inconsistent in terms of thoroughness, logical presentation, integration, and citation.	Fails to incorporate and cite internally supporting evidence.	
<b>Pathos</b>	Goes to exceptional lengths to engage audience's emotions and values visually and verbally.	Goes to effective lengths to engage the audience's emotions and values visually and verbally.	Goes to inconsistent lengths to engage the audience's emotions and values visually and verbally.	Fails to engage the audience's emotions and values visually and/or verbally.	
<b>Ethos</b>	Demonstrates strong sense of ethos throughout site visually and verbally.	Demonstrates a good sense of ethos throughout the site visually and verbally.	Demonstrates an inconsistent sense of ethos throughout the site visually and verbally.	Fails to demonstrate consistently a reliable ethos visually and verbally.	
<b>Conditions of Rebuttal</b>	Goes to considerable lengths to 1) articulate possible objections to the claim and 2) offer a substantive reply to those objections.	Goes to good lengths to 1) articulate possible objections to the claim and 2) offer a reply to those objections.	Makes an effort to consider possible objections but the effort lacks detail and/or fails to provide a substantive reply.	Fails to consider possible objections to the central claim.	
<b>Works Cited</b>	Includes a complete and properly formatted Works Cited. Also includes functioning links to sources when appropriate.	Includes a generally complete and properly formatted Works Cited with only a few errors. Also includes functioning links to sources when appropriate.	Includes a Works Cited page that is incomplete or improperly linked and formatted.	Fails to include a properly formatted, linked, and complete Works Cited Page.	

**Subtotal:**

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<b>Design / Presentation</b>	<b>4-5 points</b>	<b>2-3 points</b>	<b>0-1 points</b>	<b>Points Earned / Lost</b>
<b>Internal Navigation</b>	Includes an Internal Navigation system that is clearly named and functions equally well throughout the site.	Includes an Internal Navigation is that functions inconsistently throughout the site and/or is unclearly named.	Fails to include a functioning Internal Navigation system	
<b>External Navigation</b>	Consistently includes links to outside sites for the purposes of citation and suggested reading.	Inconsistently includes links to outside sites for the purposes of citation and suggested reading.	Fails to provide any External Navigation.	
<b>Images / Video</b>	Uses effective, well-sized and well-placed images and/or video throughout the site.	Uses poorly sized and poorly placed images and/or video throughout the site.	Fails to use images or video throughout the site.	
<b>Scannability</b>	Utilizes consistently the conventions of scannability as discussed in class (bold text, lists, short paragraphs, subheadings, and color)	Utilizes inconsistently the conventions of scannability as discussed in class (bold text, lists, short paragraphs, subheadings, and color)	Fails to utilize the conventions of scannability as discussed in class.	
<b>Banner</b>	Employs a banner that sets an appropriate tone for the larger site, combining legible text, effective visual elements, and suitable colors.	Employs a banner that sets a problematic tone for the larger site, in terms of text, visual elements, and suitable colors.	Fails to employ a banner.	
<b>Proofreading</b>	Contains only one or two spelling or grammatical errors	Contains occasional spelling or grammatical errors throughout the site.	Contains frequent spelling or grammatical errors throughout the site	
<b>Cover Memo</b>	Include a Cover Memo that exceeds the expectations of the prompt (-0 points)	Includes a Cover Memo that meets or falls short of the basic expectations of the prompt (-1 to -2 points)	Fails to include a Cover Memo (-5 points)	

**Subtotal:**

**Total:**

**Comments:**