MA 181 E-PORTFOLIO GRADING RUBRIC for WELCOME PAGE

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| CATEGORY | Exemplary | Proficient | Developing | Incomplete |
| Audience:  Is the content appropriate and well done? | The information shared in the welcome and about me sections is suitable for an academic as well as a wider audience. | The information shared in the welcome and about me sections is suitable for at least one audience. | The information shared in the welcome and about me sections is mostly suitable for at least one audience. | The information shared in the welcome and about me sections is not suitable for one audience or another. |
| Mechanics:  Are sentence level errors at a minimum? Are sentences fairly brief and easy to read? | Sentence level errors, including grammar, spelling, & punctuation, are very few to none. The “Welcome” and “About Me” are interesting, and | There are some sentence level errors (grammar, spelling, & punctuation). Syntax errors are minor and/or word choice is average. | There are many sentence level errors (grammar, spelling, & punctuation). Syntax is inconsistent and/or word choice is not very effective. | Sentence level errors, including grammar, spelling, & punctuation, are so egregious that they distract from the content. Syntax and/or word choice are confusing and/or inappropriate. |
| Layout and Appeal: | All of the required information is present, the layout of the page is attractive, creative, highlights important parts of the message, and makes the page easy and appealing to read. | All of the required information is present, the layout is designed to highlight the most important parts of the message. | All of the required information is present, but the layout is very basic and not interesting to view. | Information required in the page are missing and/or misaligned. |
| Use of Multimedia | The use of audio/video/graphics/ photographs is integrated seamlessly into, and enhances the welcome message. | The audio/ video/ graphics/ photographs are included and are appropriate. | The audio/video/ graphics/ photographs are used randomly and/or without purpose. | No use of audio/video, or graphics. The photos and audio or video are distracting from the welcome message. |