

| Skill area | a | b | c | d | f |
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| In general terms | Does everything required, does it well, and has that extra spark of brilliance that makes us wish we had done it, tell others about it, brag about knowing you, etc. | Does everything required, and does it well with some nice touches. Good craftsmanship. | Does everything required. It's complete but fairly ordinary and what you'd expect. Expects an A and effusive praise. | Does most of what's required, but not all. Usually has excuses. | Makes a mess or doesn't show up. |
| Content | The site has an obvious purpose, and its content serves that purpose beautifully. The purpose seems worthwhile, and the content adds something original that makes the site worth visiting. | The site has a purpose, and its content serves that purpose well. The purpose seems worthwhile, and the content adds something original that makes the site interesting. | The site has a purpose, and its content serves that purpose. The purpose seems reasonable, and the content adds something that makes the site worth creating. | The site doesn't have an obvious purpose or the purpose seems silly, or the content adds nothing original to make the site worth visiting. | The site doesn't have an obvious purpose or the purpose seems malicious, or the content is inflammatory or plagiarized. |
| Target Audience | The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the site suits them perfectly. There are some inspired touches. | The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the site suits them well. There are some nice touches. | The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the site suits them adequately. It's pretty much what you would expect. | The target audience is unclear, and the look and feel of the site seems more about the designer's favorite style, fonts and colors than any particular audience. | The site is inappropriate for the target audience, perhaps the type is small for older people, or the colors or fonts clash with the type of people you're supposed to reach. |
| Information | Information is well-researched, accurate and well-documented. Credits are given to contributors. Links to other useful information are provided. | Information is researched, accurate and documented. Credits are given to contributors. Links to other useful information are provided. | Information is researched, accurate and documented. Credits are given to contributors. | Information is questionable, or not well-documented. Contributors aren't credited. | Information is misleading or plagiarized. |

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| Spelling, grammar | There are no spelling or grammatical mistakes. Punctuation is used to enhance meaning and readability. | There are no spelling or grammatical mistakes. Punctuation is used to good effect. | There are no spelling or grammatical mistakes. Punctuation is used properly. | There are more than two mistakes in spelling, punctuation or grammar. | There are many spelling and/or grammatical mistakes. Punctuation is not used well. |
| Writing | Words are used appropriately, and seem perfectly chosen to create a vivid mental picture or otherwise add to the site. Writing is original, pithy and conveys all necessary information, making it fun to read. | Words are used appropriately, and seem well-chosen. There's not so much writing that visitors won't bother to read it, but information seems complete and original. | Words are used appropriately, but seem fairly ordinary and not particularly interesting. Clichés are used. There's not too much writing. | Words are used awkwardly or improperly, and/or there's just too much writing, and it looks like a brick wall of type and no one will read it. | Words are used awkwardly or improperly, and/or there's just too much writing, and it looks like a brick wall of type and no one will read it. And besides, it's just cut and pasted from another site. |
| Navigation and Links | It's easy and very intuitive to find information on the site, from any page. Navigation ties in beautifully with the site's look. Visitors never feel lost. Links work. | It's easy to find information from any part of the site. Navigation looks nice. Visitors never feel lost. Links work. | Visitors can find their way around without any trouble. Navigation looks fine. Visitors never feel lost. Links work. | Navigation looks stuck on, out of place with the site and is frustrating. Visitors often have to use the browser's back button. Visitors aren't sure where they are. Links don't always work. | The site is full of dead links and feels like a frustrating maze with no way out. Navigation looks ridiculously tacky. Visitors feel lost. |
| Organization | Site has a logically organized directory structure and uses clear, consistent naming conventions. Visitors can easily and intuitively find information and anyone needing to work on the back end of the site could see at a glance how it was set up. | Site has a logically organized directory structure and uses consistent naming conventions. Visitors can easily and intuitively find information and anyone needing to work on the back end of the site could easily see how it was set up. | Site has an organized directory structure and uses consistent naming conventions. Visitors can find information and anyone needing to work on the back end of the site could see pretty easily figure out how it was set up. | Site has a semi-organized structure, naming conventions are inconsistent, Visitors can get a little lost trying to find information and anyone needing to update the site would need to clean up your mess first. | Site has no clear structure, inconsistent naming conventions. Visitors have to click around and use the back button to find information and anyone needing to update the site would take one look and run. |

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| Load time | The site loads almost instantly, even on slower machines, because graphics and animation were optimized correctly, and not used gratuitously, and css was used. | The site loads fast, even on slower machines, because graphics and animation were optimized correctly, and not used gratuitously, and css was used. | The site loads in a reasonable amount of time, less than ten seconds, even on slower machines, because graphics and animation were optimized correctly, and not used gratuitously, and css was used. | The site takes more than 15 seconds to load on slower machines, because graphics and animation were not optimized correctly, or there are too many unnecessary images. Only people who love you will wait around. | The site takes a forever to load, because graphics and animation were not optimized correctly, or there are too many unnecessary images. Most viewers are long gone. |
| Fonts | Fonts make the site easy to read, and fit perfectly into the overall look and feel of the site. Special fonts are used sparingly, and only where really called for. | Fonts make the site easy to read, and fit well into the overall look and feel of the site. Special fonts are used sparingly, and only where really called for. | Fonts make the site easy to read, and fit into the overall look of the site. Special fonts are used sparingly, and only where really called for. | Fonts make the site difficult to read, and/or don't fit well into the overall look and feel of the site. Special fonts are used where they're not really called for. | Fonts make the site difficult to read, and don't fit with the overall look and feel of the site. Special fonts are used where they're not called for, too many fonts are used. It's a mess. |
| Colors | Color scheme is perfect for the target audience and the contrast between background color and texture, text and other elements enhances legibility and helps define the logical structure of the site so use is more intuitive. Site-wide consistency helps identify the site. Websafe colors are used. | Color scheme is good for the target audience and the contrast between background color and texture, text and other elements supports legibility and helps define the logical structure of the site so use is more intuitive. Site-wide consistency helps identify the site. Websafe colors are used. | Color scheme is adequate for the target audience and the contrast between background color and texture, text and other elements don't interfere with legibility. Site-wide consistency helps identify the site. Websafe colors are used. | No apparent color scheme and the contrast between background color and texture, text and other elements interferes with legibility and confuses visitors. Site-wide too many colors are used, so the site seems like a patchwork, and it's not clear pages are from the same site. Websafe colors are not used so dithering occurs. | Colors inappropriate for the target audience and the contrast between background color and texture, text and other elements make it illegible and confuses visitors. Site-wide too many colors are used, so the site seems like a patchwork, and it's not clear pages are from the same site. Websafe colors are not used so dithering occurs. |

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| Interactivity | Interactive elements serve a necessary purpose and are well-integrated into the overall site. Using them is intuitive and easy. | Interactive elements serve a purpose and are well-integrated into the overall site. Using them is easy. | Interactive elements serve a purpose and are somewhat integrated into the overall site. Using them is reasonably easy. | Interactive elements don't serve a real purpose and/or are not well-integrated into the overall site. Using them is somewhat awkward. | Interactive elements don't seem to serve any purpose except showing off and/or using them is frustrating. |
| Originality | The site doesn't look like every other site of its genre. It conveys something uniquely imaginative and memorable that furthers its content, and compels visitors to return and show the site to others. | The site doesn't look like every other site of its genre. It conveys something fairly imaginative that furthers its content. | The site doesn't look like every other site of its genre, and nothing is lifted from others, but not much stands out as uniquely imaginative or memorable. | The site looks like every other site of its genre. Some things are copied from other sites. | The site looks like every other site of its genre, because it's a patchwork of stolen ideas, artwork, etc. |
| Visual Hierarchy | Visitors intuitively get the most important information immediately, and other content is designed to be noticed in a purposeful order, from most important to least. | Visitors usually notice the important information first, and other content is designed to be noticed in a purposeful order, from most important to least. | Visitors often get the most important information first, and other content is somewhat in order of importance. | Visitors have to look around a bit to sort out the information and find what's important. | Visitors have a hard time trying to find important information. |
| Clarity | The site delivers its content in a clear, easy-to-use manner. It's simple to find information and navigate to it, visitors have a clear idea where they are in the site's structure at all times. | The site delivers its content in a clear, easy-to-use manner. It's fairly easy to find information and navigate to it, visitors have a good idea where they are in the site's structure at all times. | The site delivers its content in a fairly clear manner. It's possible to find information and navigate to it, visitors have an idea where they are in the site's structure at all times. | The site delivers its content in a confusing manner. It's not simple to find information and navigate to it, visitors don't have a clear idea where they are in the site's structure at all times. | The site is a frustrating maze. Content is muddled and confused. Visitors have no idea where they are in the site's structure at any time. |

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| Sound | Sound greatly enhances the mood of the site and/or serves a practical purpose. There is an easy way of muting it. | Sound enhances the mood of the site and/or serves a practical purpose. There is an easy way to mute it. | Sound, enhances the mood of the site and/or serves a practical purpose. There is an easy way to mute it. | Sound doesn't go with mood or function of site and/or there is no easy way of muting it within the site. | Sound clashes with mood and/or function of site and there is not way of muting it from within the site. |
| Use of Flash or other animation | Flash is beautifully integrated into the site, seamlessly, and serves a purpose related to the content. If there is an intro, it's easy to skip. Flash content looks original and imaginative, craftsmanship is pro. | Flash is integrated into the site seamlessly, and serves a purpose related to the content. If there is an intro, it's easy to skip. Flash content looks original and craftsmanship is good. | Flash is integrated into the site, and serves a purpose related to the content. If there is an intro, it's easy to skip. Flash content looks original and craftsmanship is adequate. | Flash is stuck on, and serves no purpose related to the content. If Flash is used as an intro, there is no easy way to skip it. Flash content looks cliché, and craftsmanship is unprofessional. | Flash is annoying and takes away from the purpose of the site. If Flash is used as an intro, there is no way to skip it. Flash content looks 'borrowed', and/or craftsmanship is unprofessional. |
| w3c Standards | The site makes use of css, alt tags, has no tables or frames, and validates to w3c standards. | The site makes use of css, alt tags, has no frames, and validates to w3c standards. | The site makes use of css, alt tags, and has no frames. | The site doesn't make use of css, lacks alt tags, and has frames. | Standards? What standards? |
| Meta tags | Site uses meta tags to maximize search engine visibility and make search description pithy and scannable, in sentence form. | Site uses meta tags to enhance search engine visibility and make search description concise and scannable, in sentence form. | Site uses meta tags to create search engine visibility and make search description scannable, in sentence form. | Site uses meta tags improperly and as a result, they won't function as they should. | No meta tags are included. |
| Javascript, CGI, Perl | Coding is used to add important functionality to the site content. It's smoothly integrated into the interface and intuitive for the visitor. | Coding is used to add functionality to the site content. It's well integrated into the interface and easy for the visitor. | Coding is used to add functionality to the site content. It's fairly integrated into the interface and not frustrating for the visitor | Coding is used to add functionality to the site content but it looks tacked on and is frustrating for the visitor. | Coding is used to add functionality to the site content, but it could have been done a simpler, more direct way, or doesn't work or is frustrating in some way. |