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| **Humanities Core Website Rubric (Updated for 2018-9)** | | | |
|  | **Rhetorical** | **Organization and Navigation** | **Visual Design** |
| **A** | Website is finely attuned to audience  and purpose as a whole; site title and introductory/About page clearly establish topical focus, methodological investments, scholarly persona, and credible ethos; writer engages with readers thoughtfully and constructively in comment sections | Site is logically organized, intuitive, and easily navigable; components of interface function as intended and enhance reader experience; subpages convey distinct purpose and connection to whole | Design captures audience attention and conveys purpose and context; colors and font are used consistently and enhance purpose and comprehensibility; headings frame purpose; images properly cited and integrated; tables and other diagrams seamlessly integrated; overall design enhances the way audience receives message |
| **B** | Website as a whole demonstrates clear awareness of its audience and purpose; site title and introductory/About page establish topical focus and scholarly persona; writer engages productively with readers in comment sections | Site is logically organized and navigable, if not always intuitive; components of interface function as intended; subpages convey their connection to whole | Design engages audience; represents purpose and context; usually grabs audience attention persuasively (sometimes overwhelms or distracts); colors, fonts, and headings don’t always enhance message; images, tables, and other diagrams sometimes inserted without integration; overall design may exhibit minor inconsistency of elements but is largely clear |
| **C** | Website as a whole appears at points unaware of its audience or purpose; site title and introductory/About page may focus too heavily on the personal or is limited in establishing a scholarly persona or credible ethos; writer’s engagement with readers in comment section is limited | Site may be unintuitive or illogically organized in places; some components of interface are sometimes dead or missing; some subpages do not convey purpose | Design generally engages audience;  inconsistent purpose and context; only  occasionally grabs audience attention, or  does so unintentionally; colors and fonts  generally distracting or conflict with  purpose; headings imprecise and sometimes  disconnected from purpose; images, tables,  and other diagrams cited but often not  integrated; design elements inconsistent and/or separate from intended purpose |
| **D** | Website as a whole is unaware of its audience or purpose; site title and introductory/About page is absent or fails to establish a scholarly persona or credible ethos; no engagement with readers in comment sections | Unintuitive organization or unnavigable; images, links, components of interface are consistently dead or do not function as intended; subpages do not convey purpose or may repeat information | Design confuses audience and/or undermines  purpose and context; draws audience  attention to unintended elements; visuals  may be offensive or inappropriate and be  used only as decoration or to fill space;  design elements function independently  of intended purpose |
| **F** | Missing, incomplete, or plagiarized | Missing, incomplete, or plagiarized | Missing, incomplete, or plagiarized |