

Website Rubric

Category	Check list	Points (0-5)	Feedback
Content	The site has well-stated: 1- Program description 2- Program requirements 3- Program selling points 4- Funding availabilities 5- Career options 6- Research/scholarships 7- Faculty profiles 8- Student and alumni testimonials		
Navigation Layout	The web site has a clean design and: 1- An exceptional layout 2- It's easy to locate all important elements 3- Has enough white space 4- Has graphic elements 5- Has organized material 5- Has multi-media & social media that bring site to life 6- Doesn't have too many links 7- Is responsive to all devices		
Graphics	Graphics are: 1- Related to the theme/purpose of the site 2- Thoughtfully cropped, and are of high quality 3- Info-graphs are included where appropriate		
Fonts	The fonts are: 1- Consistent, and easy to read 2- Appropriately sized for headings and text		
Calls to Action	The following are included: 1- APPLY NOW 2- Application instructions that are clear and easy to follow 3- Visit option 4- Request information option 5- Accurate contact information		