

Sample website evaluation rubric

	Needs attention	Getting there	Nailed it!
Project idea	The project idea is unclear or lacks a specific focus. The connection to a real-world problem or UN Sustainable Development Goal (SDG) is weak or missing.	The project idea is somewhat clear and relevant, with some connection to a real-world issue or UN Sustainable Development Goal (SDG), though not fully developed.	Student's solution idea is clearly defined, significant, and addresses a clearly-articulated problem connected to a UN Sustainable Development Goal (SDG), outlining its potential for real-world impact.
Clarity of topic focus	The website does not clearly identify a specific idea, or the idea feels vague.	The website mentions an idea connected to an SDG and shows some understanding of its relevance, though the connection could be stronger or clearer. The idea needs more clarity of focus.	The website clearly and accurately identifies a specific UN SDG and one or more of its specific targets. The project's relevance to this SDG is exceptionally well-articulated and evident throughout the site.
Idea continuity	The idea is introduced but not sustained across the site; messaging is inconsistent or unclear.	The idea is mostly clear but may have gaps in explanation or consistency across pages.	The innovative idea is presented in a compelling, clear, and easy-to-understand manner throughout the website.
Originality and innovativeness of idea	The idea lacks originality or closely resembles existing solutions without clear differentiation.	The idea has some unique elements but could use more creativity or innovation.	The proposed idea is highly original, creative, and offers a fresh perspective or approach to addressing the chosen problem.
Design and UX - visual appeal	The website is plain, visually inconsistent, cluttered, or is not customized beyond	The website has some appealing visuals and shows developing design skills.	The website is visually engaging, with a professional and consistent design.

	<p>the template.</p> <p>Limited use of imagery or media.</p> <p>Text is hard to read and imagery is low resolution.</p>	<p>Some inconsistencies in visual style.</p>	<p>Excellent use of relevant imagery/media.</p>
Design and UX - layout and flow	<p>The layout is confusing or disorganized.</p> <p>Difficult to navigate, with broken or missing elements.</p>	<p>Layout is mostly clear, but some sections may be difficult to follow or feel disconnected.</p> <p>Minor functionality issues.</p>	<p>Website structure and layout is intuitive and enhances content readability and understanding.</p> <p>Information is logically organized and easy to find. All website features (links, forms, interactive elements, etc.) function perfectly.</p>
Content	<p>Content is minimal, vague, or lacks relevance to the project idea.</p> <p>Significant grammatical or spelling errors.</p>	<p>Content communicates the idea but could be more detailed, polished, or relevant.</p> <p>Minor grammar/spelling issues.</p>	<p>Content is thorough, compelling, and clearly supports the project idea.</p> <p>Writing is polished, error-free, and engaging.</p>
Mobile view	Website design is broken or unreadable via mobile view.	Website is somewhat mobile-ready but some layout issues are present.	Website is fully designed and easy to navigate on mobile devices. Design, content, and layout adapt seamlessly.
Accessibility	Website lacks basic accessibility considerations (e.g., poor contrast, missing alt text).	Some accessibility features are included, but important elements may still be missing.	Website demonstrates strong attention to accessibility, including clear contrast, alt text for images, keyboard navigation, and inclusive design.