



# Web Site Evaluation Form

School \_\_\_\_\_ City \_\_\_\_\_

Web Site Name \_\_\_\_\_

School's Classification (Circle One)    A    B    C    D

## Point Assessment and Awards

General Instructions to Judge: Rank each site on a scale of 0 through 4 in each category. Please use room available for suggestions and comments to help the staff understand concerns and problem areas. Please use a pencil to score.

- 4 - almost always—90%-100%
- 3 - usually evident—approximately 80%-89%
- 2 - some evidence—approximately 70%-79%
- 1 - minimum evidence—less than 70%
- 0 - does not meet criterion—not evident

- Awards
- 287–318 = Spartan
  - 255–286 = Gold
  - 223–254 = Silver
  - 222 or less = Bronze

# 1. DESIGN/CONSTRUCTION (152 POINTS) TOTAL \_\_\_\_\_

## General (44 points) Total \_\_\_\_\_

- \_\_\_\_\_ Pages download quickly.
- \_\_\_\_\_ Fits into a standard 640x460 pixel space.
- \_\_\_\_\_ Good use of graphics elements (photos, subheads, pull quotes) to break up large areas of text.
- \_\_\_\_\_ There are repetitive elements that unify the pages— every page in the site looks as though it belongs to the same site.
- \_\_\_\_\_ Has a means for interactivity, such as:
  - Letters to the editor/comments on stories; message boards (as an open forum for the student body to discuss current events and give feedback.); online contests; polls/surveys; hyperlinks
- \_\_\_\_\_ Pages have a focal point.
- \_\_\_\_\_ Does not have frames that make you scroll sideways.
- \_\_\_\_\_ Nice alignment of elements (not cluttered.)
- \_\_\_\_\_ Solid contrast in color and text that helps to create a hierarchy or flow of information.
- \_\_\_\_\_ Pages look good in different browsers.
- \_\_\_\_\_ Makes effective use of text, images, information images, animation, sound, and video and/or interactive elements.

## Text (32 points) Total \_\_\_\_\_

- \_\_\_\_\_ Background does not interrupt the text.
- \_\_\_\_\_ Font choice, size and leading are appropriate.
- \_\_\_\_\_ The hierarchy of information is perfectly clear.
- \_\_\_\_\_ Columns of text are narrower than in a book to make reading easier on the screen.
- \_\_\_\_\_ Is not in all caps, all bold or all italic.
- \_\_\_\_\_ Does not have underlined text that is not a link.
- \_\_\_\_\_ Text does not crowd against the left edge of the page.
- \_\_\_\_\_ Avoids reverse type over dark boxes

## Background (8 points) Total \_\_\_\_\_

- \_\_\_\_\_ Color combinations of text and background does not make the text hard to read.
- \_\_\_\_\_ Background is not busy and distracting.

## Navigation (32 points) Total \_\_\_\_\_

- \_\_\_\_\_ Buttons and bars are easy to understand and use.
- \_\_\_\_\_ Navigation is consistent throughout the site.
- \_\_\_\_\_ Buttons and bars provide the visitor with a clue as to where they are (what page of the site they are currently on.)
- \_\_\_\_\_ A button to go back to the home page is available.
- \_\_\_\_\_ Frames, if used, are not obtrusive.
- \_\_\_\_\_ A large site has an index or site map.
- \_\_\_\_\_ Site does not have “orphan” pages (no links back to where they came from—no identification.)
- \_\_\_\_\_ Page titles explain what the page is about.

## Judge's Suggestions

## Links (16 points) Total \_\_\_\_\_

- \_\_\_\_\_ Link colors coordinate with page colors.
- \_\_\_\_\_ Links are underlined so they are instantly clear to the visitor.
- \_\_\_\_\_ Links are clear about where they will take you.
- \_\_\_\_\_ There are no dead links (links that don't work anymore.)

## Graphics (20 points) Total \_\_\_\_\_

- \_\_\_\_\_ Buttons are not too big or obtrusive.
- \_\_\_\_\_ Animated graphics only run when prompted.
- \_\_\_\_\_ Graphic files are small and load quickly.
- \_\_\_\_\_ There are no missing graphics.
- \_\_\_\_\_ There are no "Under Construction" signs.

## 2. COVERAGE & WRITING (114 POINTS) TOTAL \_\_\_\_\_

### General (36 points) Total \_\_\_\_\_

- \_\_\_\_\_ Serves its purpose as a means of information and entertainment intended for the student body, yet is understandable by the general public.
- \_\_\_\_\_ Has articles written specifically for the online publication.
- \_\_\_\_\_ Site appears to have updates and extended coverage of stories
- \_\_\_\_\_ Has separate pages for each section (each worth 4 points):
  - \_\_\_\_\_ News
  - \_\_\_\_\_ Opinion
  - \_\_\_\_\_ Feature
  - \_\_\_\_\_ Sports
  - \_\_\_\_\_ Entertainment
- \_\_\_\_\_ Past issues are archived with a searchable database organized by keywords

### Copy (48 points) Total \_\_\_\_\_

- \_\_\_\_\_ Uses correct journalistic style.
- \_\_\_\_\_ Is well-written and is formatted to "tell the story."
- \_\_\_\_\_ Strong, varied leads effectively capture reader's attention.
- \_\_\_\_\_ Copy tense consistent within copy block and avoids passive voice.
- \_\_\_\_\_ Shows evidence of proper attribution.
- \_\_\_\_\_ Shows evidence of complete coverage and research.
- \_\_\_\_\_ Uses many relevant and colorful quotes.
- \_\_\_\_\_ Avoids editorializing and clichés.
- \_\_\_\_\_ Uses proper grammar and mechanics.
- \_\_\_\_\_ Avoids unnecessary adjectives and adverbs.
- \_\_\_\_\_ Shows consistent use of person.
- \_\_\_\_\_ Shows evidence of careful proofreading.

## Judge's Suggestions

**Display Type (30 points) Total \_\_\_\_\_**

- \_\_\_\_\_ Headlines and captions add interest and information.
- \_\_\_\_\_ Headlines show consistency in style.
- \_\_\_\_\_ Headlines are used with every story.
- \_\_\_\_\_ Headlines are more than labels—they show journalistic style, avoid editorializing, and padding.
- \_\_\_\_\_ Headlines are written in present tense and active voice.
- \_\_\_\_\_ Headlines convey the emotion, tone, and flavor of the copy.

**3. PHOTOGRAPHY (36 POINTS) TOTAL \_\_\_\_\_**

- \_\_\_\_\_ Each photo tells a story and enhances coverage.
- \_\_\_\_\_ Photos have good focus.
- \_\_\_\_\_ Photos show proper contrast with crisp colors or clear blacks, whites, and grays.
- \_\_\_\_\_ Photos are effectively cropped to the center of interest, show good variety, and action.
- \_\_\_\_\_ Dust, scratches, and waterspots have been avoided.
- \_\_\_\_\_ Captions contain at least two sentences and give five W's and H without stating the obvious.
- \_\_\_\_\_ Captions give information preceding or following event in photo and show evidence of research.
- \_\_\_\_\_ Captions are complete sentences that avoid repeating what is stated in the copy or headline.
- \_\_\_\_\_ Captions do not editorialize.

**4. OVERALL SITE (16 POINTS) TOTAL \_\_\_\_\_**

- \_\_\_\_\_ Web site could stand apart from the print publication as its own legitimate news source.
- \_\_\_\_\_ Has a staff page (possibly with photos) with biographies and e-mail addresses.
- \_\_\_\_\_ Site does not use a company template.
- \_\_\_\_\_ Outlines school and or publication policy on online publishing—including, but not limited to, acceptable use of technology.

**Judge's Suggestions**

**SCHOOL** \_\_\_\_\_

Judge, please tally scores. Thank you.

**POINT SUMMARY**

1. Design/Construction (152) \_\_\_\_\_

2. Coverage/Writing (114) \_\_\_\_\_

3. Photography (36) \_\_\_\_\_

4. Overall Site (16) \_\_\_\_\_

**TOTAL POINTS SCORED** \_\_\_\_\_

**Judge's Suggestions**

**JUDGE'S SIGNATURE (OPTIONAL)** \_\_\_\_\_