

INSTRUCTOR: Janice Hathaway	COURSE: ART 263 Interactive Design I
STUDENT NAME:	
PROJECT 5: Site Construction	
C R I T E R I A F O R G R A D I N G	

VISUAL DESIGN & THE DESIGN PROCESS:

How effectively did you revise your original Photoshop design based on feedback on your grading sheet from Project 4: Site Design?	1 6	2 7	3 8	4 9	5 10
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How well does your completed HTML pages demonstrate basic design principles emphasizing visual unity? <i>This includes pages that incorporate similar visual hierarchy regardless of the amount of content or layout of each page.</i>	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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How effectively do you incorporate subtle aspects of typography through the use of graphical headlines and system fonts for subheads, navigation and body copy? <i>This is the careful use of CSS attributes such as font-size, line-height, letter-spacing, padding, etc.</i>	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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How successfully did you add variety to your design by utilizing photographs and/or illustrations, background graphics and background colors?	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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SITE COMPLETION

How complete is your site including all linked pages, text and images?	1 6	2 7	3 8	4 9	5 10
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TECHNICAL CONTROL

How well organized is your Dreamweaver site including the clear and appropriate naming of HTML pages and graphics and the organization of your CSS?	1 6	2 7	3 8	4 9	5 10
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How successful were you in resolving technical problems?	1	2	3	4	5
	6	7	8	9	10

EFFORT & INITIATIVE

How much quantity of work and individual effort is represented in your web site.	1	2	3	4	5
	6	7	8	9	10

FINAL CLASS PRESENTATION & SUBMISSION

How successfully did you speak about your site design in a professional and clear manner (as if making a pitch to a client), sharing your design process experience (both discoveries and pitfalls) including the acknowledgment of any and all bugs?	1	2	3	4	5

SCORE: Total available - 100 points (This project counts as 30% of your semester average.)	
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