

INSTRUCTOR: Janice Hathaway	COURSE: ART 264 Interactive Design II
STUDENT NAME:	
PROJECT 4 :: SITE DESIGN	
C R I T E R I A F O R G R A D I N G	

VISUAL DESIGN & THE DESIGN PROCESS:

How well does your web design demonstrate basic design principles emphasizing visual unity throughout all your pages?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How effectively do you incorporate subtle aspects of typography through the use of graphical headlines and system fonts for subheads, navigation and body copy.	1	2	3	4	5
	6	7	8	9	10

How effective is your text creating visual hierarchy, texture and value.	1	2	3	4	5
	6	7	8	9	10

How successfully did you add variety to your design by utilizing photographs and/or illustrations, background graphics and background colors?	1	2	3	4	5
	6	7	8	9	10

How successfully does your assignment go beyond the basic design requirements demonstrating creativity?	1	2	3	4	5
	6	7	8	9	10

How much initiative did you show in working through a series of designs including your preliminary concepts before completing your final design?	1	2	3	4	5
	6	7	8	9	10

SITE COMPLETION

How complete is your site? Do both pages have complete information and images even if it is "greeking" and "placeholder" images?	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

TECHNICAL CONTROL

How complete and well organized your HTML and CSS in posting images of your completed pages?	1	2	3	4	5
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How successful were you in resolving technical problems?	1	2	3	4	5
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CLASS PRESENTATION & SUBMISSION

How successfully did you articulate your design in a professional and clear manner (as if making a pitch to a client)?	1	2	3	4	5
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SCORE: Total available - 100 points (This project counts as 30% of your semester average.)	
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LATE PROJECTS: 1. Projects that are not shown at the critique will receive a ten-point reduction. 2. Projects may be revised after the critique and submitted one week after the deadline. Projects will only be graded once.	
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