

INSTRUCTOR: Janice Hathaway	COURSE: ART 264 Interactive Design II
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	2	3	4	5
	6	7	8	9	10

How well does your 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	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? <i>This is the careful use of CSS attributes such as font-size, line-height, letter-spacing, padding, etc.</i>	1	2	3	4	5
	6	7	8	9	10

How successfully is the logo design for your site that also acts as a home page link?	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
	11	12	13	14	15

SITE COMPLETION

How complete is your site including all linked pages, text and images?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

TECHNICAL CONTROL

How successful were you in resolving technical problems?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

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
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SCORE: Total available - 100 points
(This project counts as 35% of your semester average.)

Deadline:
Your site must be available for review the last day of class.

NOTE: (This statement is from the course syllabus.)

- A full letter grade taken off the final semester grade for any student missing the final semester critique or not posting in a final project without prior permission in addition to receiving a zero on the final assignment.
- It is your personal responsibility to be sure all your links work from your class home page as well as your final site.