

Web Site Design : Web Design for Graphic Designers

Teacher Name: **Sharon Kaitner**

Student Name: _____

CATEGORY	4	3	2
Layout	The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.
Color Choices	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.
Sounds	Music, audio clips and/or sounds are thoughtfully edited and used only where they add to reader understanding of the content or to make the site more accessible to persons with visual handicaps.	Music, audio clips and/or sounds are used only where they add to reader understanding of the content or to make the site more accessible to persons with visual handicaps.	Music, audio clips and/or sounds are thoughtfully edited and used, but 1 or 2 detracted from the overall site.

Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.
Accessibility	All images, especially navigation, have an ALT attribute that describes the image and its link so people for the visually impaired, and meets Standard 508. There is a separation of content from style (html and css).	ALT attributes and meets Standards 508, but includes some embedded styling or attributes (e.g. target_blank)	Most images used for navigation have an ALT tag that describes the image and where it links to so people who are visually impaired can use the Web site well.
Links (content)	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Most links point to high quality, up-to-date, credible sites.
Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.

Interest	The author has made an exceptional attempt to make the content of this Web site interesting to the people for whom it is intended.	The author has tried to make the content of this Web site interesting to the people for whom it is intended.	The author has put lots of information in the Web site but there is little evidence that the person tried to present the information in an interesting way.
Compatibility	This Web site has been tested and shown to work on both Macs and PCs , current versions of Internet Explorer, Firefox and Safari, and degrades gracefully.	This Web site has been tested and shown to work in relatively current versions of Firefox and Explorer, Mac and PC, but has problems in IE6 or other browsers.	This Web site has been tested and shown to work on both Macs and PCs but supports only one browser.
Load Time	The pages typically load very quickly (10 seconds or less) on a 54k modem due to small graphics, good compression of sounds and graphics, and appropriate division of content.	All pages typically load reasonably quickly (10-15 seconds) on a 54k modem due to small graphics, good compression of sounds and graphics, and appropriate division of content.	One Web page typically takes more than 15 seconds to load, but the others load quickly.
Content Accuracy	All information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is accurate and almost all of the requirements have been met.

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The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
Graphics seem randomly chosen, are of low quality, OR distract the reader.
Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Music, audio clips and/or sounds were seemingly used randomly OR typically detracted from the overall site.

There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.

A wide variety of fonts, styles and point sizes was used.

The needs of visually impaired Internet users are ignored.

Less than 3/4 of the links point to high quality, up-to-date, credible sites.

Some links do not take the reader to the sites described. A user typically feels lost.

The site lacks a purpose and theme.

The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others).

This Web site has not been tested OR supports only one browser on one platform.

Web pages typically take more than 15 seconds to download due to large graphics, animations, sounds, etc.

There are several inaccuracies in the content provided by the students OR many of the requirements were not met.