

# Final Project Evaluation

Use this rubric to:

- Evaluate student work at the end of Day 15 of the Production Process

## Description of an outstanding product:

An outstanding week three project is one that has met the client requirements, reflects design principles, and communicates the message effectively and with creativity. The content is organized and contributes to ease of navigation and understanding. The Web site can be demonstrated without errors. Images load quickly, text is formatted consistently across the site, and navigation is intuitive.

Criteria	Beginning 0-2	Developing 3-5	Accomplished 6-8	Exemplary 9-10	Score
<b>Meeting Client Needs</b>	No regard has been given to the stated needs of the client. The designers did their own thing.	A few client needs are met.	Most client needs have been met, however a few key elements are missing or not fully developed.	All client needs have been met, and the client reports that the project is fully acceptable.	
<b>Creativity</b>	Design and content show no originality or creative elements.	Design shows some originality and creative elements. Limited interest for the intended audience is evident.	The team has used some resources and techniques to create an interesting site for the intended audience.	The team has used a variety of resources, techniques, and tools to create an interesting site for all visitors.	
<b>Visual Design</b>	Design rules are disregarded yielding an unattractive site.	Some design rules have been followed. The site is unattractive in some aspects.	Most design rules have been applied to create an attractive site.	Design rules have been applied throughout and have created a very attractive Web site.	

INTRODUCTION TO WEB DESIGN USING MICROSOFT EXPRESSION

<b>Communication of Ideas</b>	Difficult to understand, sentence fragments, bad structure, spelling, and other errors.	Many errors but consistent line of thought and the reader will understand most of the content.	No errors and consistent line of thought. The reader will understand most of the content.	Clear, concise, well-written content. The reader will fully understand the content.	
<b>Text Elements</b>	Text is broken into paragraphs; headings are used; pages lack span tags to style text.	Text is broken into paragraphs; headings are used; pages use span tags to style text.	Text is broken into paragraphs; headings are used; pages use span tags to style text; divisions or tables are used to position content.	Text is broken into paragraphs; headings are used; pages use span tags to style text; divisions or tables are used to position text. In addition, the HTML text elements appear well planned and blend well together.	
<b>Images</b>	Graphics do not fit the theme or purpose. They are of low quality with no attempt to refine evident. Many images are broken.	Images are related to the theme/purpose of the site, load quickly, and are of good quality. Few refinements have been attempted. There may be a few broken images.	Images are related to the theme/purpose of the site, load quickly, are of good quality, and enhance interest or communication. Technical refinement is lacking. There are no broken images.	Images are related to the theme/purpose of the site, are thoughtfully cropped, positioned and sized, load quickly, and are of high quality. They enhance interest or communication. There are no broken images.	
<b>Images (accessibility)</b>	The needs of visually impaired users are ignored.	Most images used for navigation have an ALT tag to assist visually impaired users.	All images used for navigation have an ALT tag to assist visually impaired users.	All images have an ALT tag to assist visually impaired users.	

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<p><b>Organization and Layout</b></p>	<p>The Web pages are cluttered and confusing. It is difficult to locate important elements. No attempt has been made to follow the plans.</p>	<p>The Web site has a usable layout, but is either busy or boring. It is easy to locate most of the important elements. The design reflects some elements of the plan.</p>	<p>The Web site has a usable layout. The navigation tools have an appealing style and are consistent across all pages. Most information can be found quickly. The design reflects the plan in most aspects.</p>	<p>The Web site is exceptionally attractive and has a very usable layout. It is easy to locate all important elements. Design elements such as white space, images, and alignment are used effectively to organize material and to contribute to ease of use. The design follows the plans accurately.</p>	
<p><b>Navigation</b></p>	<p>Link descriptions are unclear and the user typically feels lost.</p>	<p>Links for navigation take the reader where he or she expects to go, but are confusing. A user sometimes gets lost.</p>	<p>Links for navigation are clearly labeled, enable the reader to easily move throughout the site, and external links take the reader where he or she expects to go. A user rarely becomes lost.</p>	<p>Links for navigation are clearly labeled, consistently placed, and enable the reader to easily move throughout the site. A user does not become lost. In addition, links to sub-content can be found within the pages themselves.</p>	
<p><b>Technology Skills</b></p>	<p>Plain HTML without advanced controls.</p>	<p>Site template (Dynamic Web Template) is used. Techniques used include centering, background, and built-in inter active buttons.</p>	<p>Site template (Dynamic Web Template) is used. Techniques used include centering, background, and built-in inter active buttons and External CSS.</p>	<p>Site template (Dynamic Web Template) is used. Techniques used include centering, background, and custom interactive buttons and External CSS plus other techniques such as hot spot/ image maps or behaviors.</p>	

INTRODUCTION TO WEB DESIGN USING MICROSOFT EXPRESSION

<b>Team Work</b>	No team work is evident. Members argue or are disrespectful of each other's ideas. Criticism is not constructive. Help is not offered. The work is done by one or two people.	Team members are respectful of each other's efforts and contributions. The work load is equally shared. There is little evidence of a commitment to producing a quality product for the client. There were some unresolved disagreements.	Team members are respectful of each other's efforts and contributions. The work is equally shared. There is some evidence of a commitment by some team members to producing a quality product for the client. There may have been a few disagreements but they were resolved without intervention from the teacher.	Team members show respect for each other's efforts and contributions. The work was shared equally and fairly. There is evidence of commitment by all team members to producing a quality product for the client. All disagreements were resolved through consensus.	
<b>Individual Work Behaviors</b>	Team members do not use class time productively OR typically interfere with the work of others.	Team members usually use class time productively, but occasionally distract others from the work.	Team members usually use class time productively. Most conversations are focused on the project and typically do not distract others.	Team members always use class time productively. Conversations are focused on the project and do not distract others.	
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