versie: 2526 v1

Rubric	**WebDesign**
Course:	Information Technology - Haarl
Test code:	Design document [1917IN142E
Period:	1.1
Examinars:	
Studenten name:	
Student number:	
Cesuur:	55 of 100 points

Note:
Meeting the Standard Criteria for a given competency will result in s sufficent score (6-7 points), to get an higher grade your work need to demonstraite excelence in that area, go beyoned what is requested.

* these list of tips are not exhaustive meaning there are also other ways to fail or excel then the reasons mentioned in the tips.

Preconditions	**Yes/No (if no, explain)**	**Explanation**
PDF with all iterations and received feedback is submitted via Gradework	Y/N	
Figma file is logically organized (frames, components, styles and variables have clear names).	Y/N	
Working link to prototype in *Present* mode	Y/N	

Competencies	**Weight**	**Points for improvement**	**Standard Criteria;** Your work has to meet these criteria to get a passing grade.	**What is good**	**Points** 0-10
Concept & Target Audience 1.2 Inventory client & user needs (A-UI) 1.3 Explore existing concepts (A-UI)	10%		• **Subject** demonstrably connects to chosen case (self-selected or provided) and associated user stories • Each page has one core **message** that contributes to solving a user problem • **User stories** are logically developed and connect to each other • **Tone-of-voice** fits the target audience and is consistently applied; texts are not generic		
Content Inventory & Structure 1.2 Inventory client & user needs (A-UI) 1.3 Apply interaction design process (A-UI)	20%		• Complete **content inventory** according to assignment requirements • For each content item it's clear which **user problem** it solves or which question it answers • **Navigation** and page order are logically grouped around user needs • **Contact form** meets assignment criteria		
Visual Design 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	20%		• Consistent **styling** (grid, colors, typography, are according to own style guide) • **Contrast** ≥ 4.5:1 and clear visual hierarchy (checked with contrast tool) • **Logo** is designed based on concept and target audience description • **Image material is self-made** relevant and reinforces the core message on each page • **Visual hierarchy**: important elements headings and call-to-actions are visually dominant and logically ordered so users recognize structure and priority at a glance		
Accessibility (Basic WCAG) 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	20%		• Text styling and typography support **readability** • Form complies with 10 commandments of good form design (**label** text is before or above field, **optional/required** fields are marked, it's clear what input is expected, appropriate standard input widgets are used correctly) • All informative and decorative images have **'alt text'** according to assignment • Information **not** communicated **solely through color**. Status or error information never indicated by color alone but also with text or icon.		
Prototyping & User Experience 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	10%		• Design is a **clickable prototype** • Clickable elements are visually recognizable (have good **affordance**) • **Active page** recognizable in navigation • Figma prototype has clear **Flow starting point** allowing the product to be experienced as a real user would		
Design Process 1.3 Apply interaction design process (D-UI)	20%		• **Worked iteratively**; worked on web design project weekly. All intermediate assignments completed • **Well-founded choices** were made and documented in Figma file • Different **variants** of (parts of) the design where tested and documented in different phases in Figma file • **Feedback** is collected and documented in Figma file. • There are at least **two versions** of hi-fi prototype where feedback was used to improve design.		
Final Grade	**100%**				**0.0**

this version is with tips **versie:** 2526 v1

Rubric	**WebDesign**
Course:	Information Technology - Haarlem
Test code:	Design document [1917IN142B]
Period:	1.1
Examinars:	
Studenten name:	
Student number:	
Cesuur:	55 of 100 points

Note:
Meeting the Standard Criteria for a given competency will result in s sufficent score (6-7 points), to get an higher grade your work need to demonstraite excelence in that area, go beyoned what is requested.

* these list of tips are not exhaustive meaning there are also other ways to fail or excel then the reasons mentioned in the tips.

Preconditions	**Yes/No (if no, explain)**	**Explanation**
PDF with all iterations and received feedback is submitted via Gradework	Y/N	
Figma file is logically organized (frames, components, styles and variables have clear names).	Y/N	
Working link to prototype in *Present* mode	Y/N	

Competencies	**Weight**	***Tips; avoid these pitfalls****	**Points for improvement**	**Standard Criteria;** Your work has to meet these criteria to get a passing grade.	**What is good**	***Tips; for excellence****	**Points** 0-10
Concept & Target Audience 1.2 Inventory client & user needs (A-UI) 1.3 Explore existing concepts (A-UI)	10%	*Choose a well-defined target audience that has a clear need that distinguishes them from the general public. Ensure a consistent writing style (don't blindly copy from different websites). Don't redesign an existing website. This website should be small static and informational meaning: it contains no search bar, no filters, sells nothing, doesn't integrate information from*		• **Subject** demonstrably connects to chosen case (self-selected or provided) and associated user stories • Each page has one core **message** that contributes to solving a user problem • **User stories** are logically developed and connect to each other • **Tone-of-voice** fits the target audience and is consistently applied; texts are not generic		*Show in the topics and user stories that you have a deep understanding of the target audience and subject. Show how you researched the target audience and their needs.*	
Content Inventory & Structure 1.2 Inventory client & user needs (A-UI) 1.3 Apply interaction design process (A-UI)	20%	*Don't use stock photos or copyrighted content. Ensure consistency in the level of detail of information. Check if you answered your target audience's questions and solve their problems. Create your own content.*		• Complete **content inventory** according to assignment requirements • For each content item it's clear which **user problem** it solves or which question it answers • **Navigation** and page order are logically grouped around user needs • **Contact form** meets assignment criteria		*Test your content, navigation structure (information architecture), and contact form with the target audience, document your test results and adjustments in Figma.*	
Visual Design 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	20%	*Pay attention to readability. Consistency is essential. Create a simple but recognizable logo without too many details. Ensure your logo fits in your layout. Choose readable fonts and approprate font size. Each page should have at least one self made visual, not a screenshot.*		• Consistent **styling** (grid, colors, typography, are according to own style guide) • **Contrast** ≥ 4.5:1 and clear visual hierarchy (checked with contrast tool) • **Logo** is designed based on concept and target audience description • **Image material is self-made** relevant and reinforces the core message on each page • **Visual hierarchy**: important elements headings and call-to-actions are visually dominant and logically ordered so users recognize structure and priority at a glance		*Ensure your design looks professional. Dive into current trends and choose a style that appeals to your target audience. Create your own logo as vector file, (for example in Figma). Favicon works well at 16x16 pixels and has clear connection to the logo. The style of the viduals fits the target audience and has consistent style and quality.*	

Accessibility (Basic WCAG) 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	20%	*For readability pay attention to alignment, line length, font type. The contact form must meet all assignment requirements. Don't forget the submit button. Alt text is concise (don't start with 'this is an image of') and describes what's visible considering the image's function and message. Apply existing conventions.*		• Text styling and typography support **readability** • Form complies with 10 commandments of good form design (**label** text is before or above field, **optional/required** fields are marked, it's clear what input is expected, appropriate standard input widgets are used correctly) • All informative and decorative images have **'alt text'** according to assignment • Information **not** communicated **solely through color**. Status or error information never indicated by color alone but also with text or icon.		*Inform users what the form is for and what they can expect when submitted. Go beyond technical accessibility to create pleasant user experience for people with special needs (sutch as keyboard users and screen reader users) for example by adding a skip link for navigation that becomes visible when tabbing through the page. Design considers colorblind users in a way that's pleasant for everyone.*	
Prototyping & User Experience 1.1 Translate advice into user interaction (D-UI) 1.3 Apply interaction design process (D-UI)	10%	*Set device to None in prototype mode. Give your flow starting points clear names so it's obvious which page and version of the design the starting point links to.*		• Design is a **clickable prototype** • Clickable elements are visually recognizable (have good **affordance**) • **Active page** recognizable in navigation • Figma prototype has clear **Flow starting point** allowing the product to be experienced as a real user would		*Ensure hover effects on clickable elements. Use components with different states for hover effects. When submitting the form show what an error message looks like when trying to submit empty form, and what it looks like when it is successfully submitted.*	
Design Process 1.3 Apply interaction design process (D-UI)	20%	*The most important step is reading the assignment and get started. Distribute your work over time so your brain has time to think about challenges you encounter. Try things out. Use tutorials to learn the tool. Ask for help when stuck. Expect that your design won't be perfect right away and that you need feedback to achieve the best result.*		• **Worked iteratively**; worked on web design project weekly. All intermediate assignments completed • **Well-founded choices** were made and documented in Figma file • Different **variants** of (parts of) the design where tested and documented in different phases in Figma file • **Feedback** is collected and documented in Figma file. • There are at least **two versions** of hi-fi prototype where feedback was used to improve design.		*Show how the design evolved, building on previous assignments. Apply theory from lessons document how you did this. Seek additional insignt into areas that you you find challanging. Involve your target audience in the design process. Show what you're passionate about. Interactions show relevant states (hover, focus, disabled, error) for realistic feedback.*	
Final Grade	**100%**						**0.0**