DMEDH2013 WEBSITE DESIGN 1

PHASE 2 – STORY OF ITB WEBSITE DESIGN (40%)

Criteria	Content (7)	Design (10)	Technical (10)	Responsive (5)	Overall experience (8)

	• Appropriate selection of content for the site from the SME resources;
	• Creation of new content based on independent research;
	• Content legibility and readability, without errors;
	• Effective use of media (photos, video, audio) throughout;
	• Credit/attribution given for all external sources used;
	• Quality of original media (student's own work).
		• Applied understanding of visual hierarchy principles and techniques;
		• Applied understanding of grid systems and designing for the web;
		• Proposal of navigation strategy allowing users to navigate to different sections of the website;
		• Visual cues for active pages and body text hyperlinks;
		• Integration of ITB brand and design assets;
		• Communicates to target audience through design;
		• Attention to detail, aesthetic quality and originality afforded to design.
			• Valid and appropriate HTML/CSS;
			• Cross-browser compatibility;
			• Meta description information and unique title tags on each page;
			• Naming conventions and folder structure;
			• Optimisation of digital assets and content for the web;
			• @Font-face or Google Font integration;
			• jQuery integration (& source credit);
			• Supplementary PDFs included;
			• Application of independent technical research;
			• Level of technical attention to detail applied to website elements;
			• Level of technical innovation applied to website development.
				• Responsive design and CSS including two breakpoints with content designed for smartphone and tablet;
				  ○ Flexible images;
				  ○ Flexible typesetting and typographic scale;
				  ○ Flexible grid design: conversion of pixels to percentages;
				  ○ Media Queries Integration;
				• Smartphone design and user experience;
				• Tablet design and user experience.
					• Applies understanding of client requirements discussed throughout the module;
					• Appropriate content design, editing or development;
					• Homepage communicates the nature of the organisation and important activities;
					• Homepage successfully channels different user groups to important areas of the site;
					• Demonstrates usability and positive user experience
					• Level of success in realising the aims and objectives of the organisation, the website, and the Creative Brief

1st (A) 100%-80%	Excellent	Excellent	Excellent	Excellent	Excellent
1st (B+) 79% - 70%	Very Good	Very Good	Very Good	Very Good	Very Good
2.1 (B) 69%-60%	Good	Good	Good	Good	Good
2.2 (B-, C+) 59%-50%	Above average	Above average	Above average	Above average	Above average
Pass (C) 49%---40%	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
Comp. Pass (D) 39%-35%	Incomplete; irrelevant	Incomplete; irrelevant	Incomplete; irrelevant	Incomplete; irrelevant	Incomplete; irrelevant
Fail 34%---0%	Unsatisfactory	Unsatisfactory	Unsatisfactory	Unsatisfactory	Unsatisfactory
Notes					
Score					

Alpha Grade & Classification: Marks: /30   Percentage: %   Grade: (class)