

# Portfolio Web Site Evaluation

Student Name: \_\_\_\_\_ Web Site Title: \_\_\_\_\_

5 Marks each category

## Portfolio Advice from our recent Industry Advisory:

- Potential employers are interested in your perspective - how you think, how your mind works
- Do out-of-class research on a framework/project
- Write a report on it that critiques it and/or talks about your perspective and opinion of it, and any challenges you ran into with it
- Showcase a small project you did with it - create a dynamic GUI using data from a JSON API or REST Service that you integrated your site with. Some open APIs can be found here:  
[https://en.wikipedia.org/wiki/List\\_of\\_open\\_APIs](https://en.wikipedia.org/wiki/List_of_open_APIs)

- 1) Use index.htm(l) or index.php, and correct file name conventions (lower case filenames), depending on the application.
- 2) Site has clear identity & unique page titles <title>company</title>
- 3) Indicate location of business or host city on front page
- 4) First page downloads quickly - 5 seconds or less on high speed internet connection
- 5) Meta tags - include description and viewport (keywords no longer used)
- 6) Website includes at minimum of 5 pages linked together
- 7) E-mail link – easy to find and functional (essential even if you have a form).
- 8) Website should include examples of the projects you worked on in class, as well as any other projects you have worked on outside of class. Include content about your process, experience, and opinions about different technologies and frameworks. Help the reader to get to know you and what motivates you to succeed as a web developer. The site should be more than just a site to host your homework assignments.
- 9) Good use of white space, indenting, alignment and grouping
- 10) Text easy to read on any screen size, not just desktop, with good contrast.
- 11) Site has a consistent look and feel – theme (do not use template for first web site).
- 12) Site uses graphics (Photoshop) and/or professional looking headers
- 13) Ensure that images are optimized for the web so users of the site don't have to wait for a 2MB image to download.
- 14) Site uses tables, lists and/or CSS for formatting information & data only - not for page formatting.
- 15) Functioning form including privacy policy & working PHP script. Form must meet accessibility requirements including a label associated with each input, required fields marked and validated, and proper input types used.
- 16) Web site contains content of value – real content not “ad lorem ipsum” text
- 17) Web site is responsive and contains images and alt tags included (no copyrighted images).
- 18) Professional looking navigation CSS links, and or drop down menu
- 19) Includes CSS, google map, multimedia, JavaScript or JQuery
- 20) Website is presented to the audience with enthusiasm, showing the techniques and features included, more than just a click through of the features. This is an opportunity to practice showing your work to a potential employer or client.