

## Rubric webdesign Figma - 2122

Description	Part	pnt	0 points	insufficient	poor	sufficient	good	excellent
If your handed in assignment does not meet the preconditions your work will be graded as unsufficient.	Precondition		Nothing was handed in via Gradework before the deadline.	There is no Figma file and/or logbook handed in via Gradework.	Screens (of the prototype) are not linked in the Figma file, the logbook is incomplete.	Figma files and a complete, up-to-date logbook is handed in on time to Gradework. The files have a correct name. Screens are linked.		
Maximum points	total	100	0	1/5	2/5	3/5	4/5	5/5
<b>1. Design phase</b>								
<b>Analyze and concept phase:</b> worked iterative, project proposal, content, wireframes and design are handed in and are building on each other.	•Analyze	10	None of the intermediate assignments (1,2a,2b,3,4) described in the logbook.	Assignment 1 was Needs improvement/No Go	Only assignment 1 and 5 are handed in and documented in the logbook.	Assignment 1, 4 and 5 are handed in correctly and documented in the logbook.	Student has done all assignments and shows good work. The assignments are documented clearly in the logbook.	As 'good' and Assignment 1 is done at least at the level of Silver.
<b>First design:</b> looks/feels like a (professional modern) website	•First design	5	Assignment 4 is not handed in or handed in at the same time at assignment 5 and the design is identical. Or the file is not a Figma file (but for example .rar, .png).	The design is not recognizable as a website (the design looks for example more like a print design, a newspaper, brochure or such).	The first impression is weak. For example because some element are positioned cumbsy, color combinations are not coherent enough, images are very small, navigation is positioned on a unusual position or hardly recognizable as navigation.	The design looks like a solid website. The design is applied consistently and the first impression is positively.	Looks like an attractive and useful website, the design of the different pages is in line with each other, the design is consistent.	It looks like a (professional, contemporary) website, surprisingly well-designed website.
<b>Final draft:</b> feedback is incorporated, looks like a (professional, contemporary) website.	•Final draft	5	Assignment 5 is not handed in, or it is not a Figma file.	The design is not recognizable as a website (the design looks for example more like a print design, a newspaper, brochure or such). And / or the design has not been edited, changes are (almost) invisible. Less than three pages have been handed in.	The design has been edited, changes are not necessarily an improvement. There is a contactform handed in.	The design looks like a solid website. The first impression is positively. The contact page is consistent with the other pages design. In addition the design has improved compared with assignment 4.	Looks like an attractive and useful website, the design has progressed well compared to assignment 4.	The second design looks professional and contemporary and the design has improved greatly compared to assignment 4.



2. Content								
<b>Target group</b> Clearly defined target audience (recognizable in de website)	•Target group	5	Looks like a wireframe; only placeholder content.	No specific target group can be drawn from the text, nor the subject nor the photographs nor the logo.	The content is very generic and / or subjects seem random chosen instead of with the target audience in mind.	The various topics of the website form a coherent whole and are a good fit with the target group.	The same specific target group can be drawn from both the text and the subject, the photos and the logo.	As in 'good', and in addition, the content and design fit surprisingly well with the needs and questions of the specific sub-target group.
<b>Text:</b> Informative and engaging text (written by the student).	•Text	10	Lorem ipsum or other dummy tekst.	Part of the text is literally copied from other websites (such as wikipedia).	The text does not or hardly answers the questions of the target group (of assignment 1), and /or a page contains insufficient information to fill the page.	The text is written by you and answers the questions of the target group.	As 'sufficient', and moreover, the tone-of-voice fits well with the target group.	As 'good' and in addition, the answers are easy to find by scanning the text (diagonal reading).
<b>Call to a Action</b> (CTA): a clear call to action for at least 1 element of the website.	•Call to Action	5	There is no tekst.	Only information is provided.	In some of the paragraphs there is the possibility to 'read more'.	The target group is addressed and called upon to take concrete action(s). The call to action is clickable.	As 'sufficient', and moreover, the call to action fits well with the target group and / or context of the website.	As in 'good' and moreover the call to action (CTA) jumps out visually.

3. Structure								
<b>Navigation:</b> clear navigation. (Where am I, what can I do here, how to proceed?)	•Navigation	5	There is no (as such recognizable) navigation.	You can only reach certain parts of the website via 1 page (for example from the home page) and / or you have to walk through pages linearly (can only click next or previous).	Not all parts can be reached with the main navigation or footer and / or there is no indication of the active page.	Navigation is complete, it is in a logical place and it is visible at which page / part you are currently.	As in 'sufficient' and besides, the indication of active page is supported by a second way in navigation (so besides color also with contrast, icon, styling, or the like.).	As in good and additionally the navigation is supported at multiple levels (for example a matching header image, recurring icons, color codes) without attracting too much attention or at the expense of the general look & feel.
<b>Information structure:</b> from general to specific. from home to detail page.	•Information structure	10	There is no text, or a text that is not divided with paragraphs.	There is text that is divided with paragaphes with at least one heading per page.	There is text that is divided in pragaphes with several (sub)headings per page.	There is text that is divided in paragaphes with several (sub)headings per page. The headers match the underlying text.	As 'sufficient', and in addition, there is a clear structure / coherence of the topics that follow each other on the pages.	As is 'good' and in addition, the structure helps the user to find answers.

<b>Structured form:</b> 10 commandments for good form design: clear, always visible labels for each field / easily tappable areas / size the input fields according to their expected input/ not customize checkboxes and radio buttons/provide both a general error message and a field specific one/make it clear what is optional and what is not/ minimize user input/ be clear what type of input is expected.	•Structured form	5	The contact page is not present or does not contain a contact form.	The contact form does not contain all requested fields and / or there is no submit button. There are incorrect or non standard input widgets use.	Required / optional fields are not recognizable as such. The labels are ambiguous. The order of fields can be confusing or raise questions.	All requested fields are present and are positioned in a logical order. Each field has an appropriate label above of before (next to) the field. Required / optional fields are indicated. The fields are neatly aligned.	As 'sufficient', and in addition, the expected input is taken into account in the size of the fields. The layout supports the readingorder and visual connection between labels, fields and other widgets.	As in 'good' and in addition hints / placeholders are used to clarify the expected input. Furthermore, it is described why you would fill in the form and what you can expect to happen after it has been submitted.
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4. Behavior								
<b>Feedforward/affordance:</b> Don't make me think, it is clear what is clickable, links have meaningful link text, required fields are marked	•Feedforward	5	There are no clickable elements in the design.	There are no text links used and send button or navigation is not clearly clickable. Form fields do not appear to be fillable.	There are no text links used and / or send button, navigation is not clearly clickable. Or form fields do not appear to be fillable.	Navigation and links are clearly clickable (even before hovering). Form fields look like fillable.	As in 'sufficient' and in addition, the links can be distinguished by underlining as well as by color (preferably blue).	As in 'good' and in addition link texts are meaningful. Effective hover effects are used.
<b>Interaction:</b> the prototype allows you to experience the website by clicking from one page to an other.	•Interaction	5	None of the screens are linked.	Only some screens are linked. And/or links may be leading to the incorrect page.	Most screens are linked correctly. The prototype may support only a limited scenario e.g. a clickpath in one direction only.	All screens are correctly linked; clicking on a button/link takes you to the corresponding page (or section).	The prototype gives a realistic experience, user is able to click all internal links (and navigate in multiple directions).	Screens are linked as in 'good', and in addition, Simulate/demonstrate also external links in prototype.

5. Appearance								
<b>Typography:</b> Suitable use of fonts for the various parts of the website such as headers and body text.	•Typography	5	There is no text, or is unreadable.	Typography is applied inconsistent and / or hinders readability.	Font, size, styling matches the function of one or more parts of the text. Most text is reasonably readable.	Font, size, styling matches the function of the text. And supports the readability of the text.	As in 'sufficient' and in addition support scanning and also forms a coherent whole. The difference in size between text parts is not extremely large.	Typography is stylish, applied in an inspiring way that fits the target group and subject of the website.

<b>Color contrast:</b> of text and background is at least 4,5:1	•Color contrast	5	Text is invisible, or unreadable.	The color contrast of (parts of the) text and background is less than 2:1.	Large parts of the text have a color contrast that is lower than 4.5:1. Or there are distracting / busy backgrounds behind the text.	The essential text on the website has a contrast of at least 4.5:1. There are no distracting / busy background behind the text.	All text on the website has a contrast of at least 4.5: 1 (incl logo, footer, left). The background behind the text is calm. The color pallet has a clear link with either the logo / house style or the subject and target group of the website.	As is 'good' and, in addition, the color palette is functional, pleasant to look at and is in line with the target group and house style.
<b>Imagery:</b> Using (self made) imagery appropriate to the topic and target group of the website. Using your own logo (logotype and/or logomark) is required!	•Imagery	5	No images were used.	Only someone else's material is used; such as stock photos, clipart, photos from other websites. Photos are not relevant to the subject or target group.	Less than 3 own photos were used. Images (and logo) have an unclear relationship with the target group or subject of the website. The pictures are stretched (not used in their original ratio).	There are at least three appropriate self made photographs / illustrations used spread over multiple pages. The logo has a clear link with the subject and / or aim of the website.	As in 'sufficient', and in addition, the photos are of good quality / exposure / composition / cropping.	As is 'good' and in addition, the imagery fits well together in style and quality. The imagery is appealing. Connect well with the subject and the target group. The target group can recognize itself in it.
<b>Lay-out:</b> Use various layouts suitable to the nature of the website, design, subject and target group.	•Lay-out	10	The Screens do not contain text, images or other elements.	Insufficient white space has been used. Elements are not aligned on the page. Things overlap that should not be overlapping.	Small alignment or white space errors have been made. The page layout does not appear balanced on all pages.	Alignment of different blocks is done correctly. The page layout looks balanced.	As 'sufficient' and the lay-out is also clear and supports the user in finding the information and appearance of the website.	The layout of the page is also stylish and contemporary.
<b>Mobile friendly</b> design, a optimized version is designed for 2 or 3 different size browsers (mobile/tables/desktop). Mobiles: minimum 320 x 480 pixels (iPhone 5 or 6 or Android Mobile preset). o Tablets: minimum 960 x 600 pixels. (iPad of Android tabled preset). o Desktops: 1280 pixels width. (A Web preset).	•Mobile friendly design	5	The submitted design is for one device only.	The version for other devices is a scaled up/down version of the design or is not recognizable as the same website.	Parts of the design have become unusable. Or not all page types (home, detail, contact) are designed for other devices.	The design for other devices is consistent with the style of the desktop design. And is suitable for the chosen device.	The design takes touchscreen/mouse operation effectively in consideration. The use of whitespace is suitable for the screen size.	As 'good' and in addition is the (order of) content optimized for use on various devices . Priority is given to tasks that make (the most) sense in the context of use.
<b>Description</b>	<b>Part</b>	<b>pnt</b>	<b>0 points</b>	<b>poor</b>	<b>unsatisfactory</b>	<b>sufficient</b>	<b>good</b>	<b>excellent</b>