

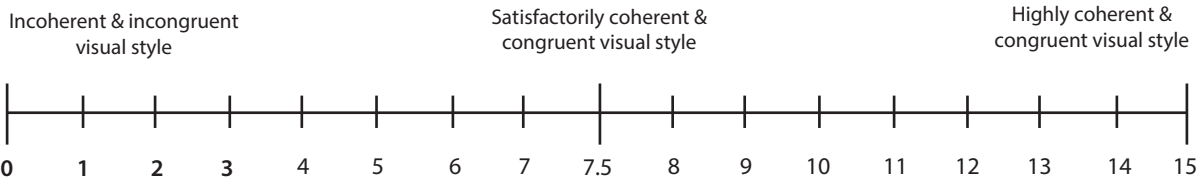
Internet Design Introduction
Assignment 3 - Final Website

Student Name:
Student Number:

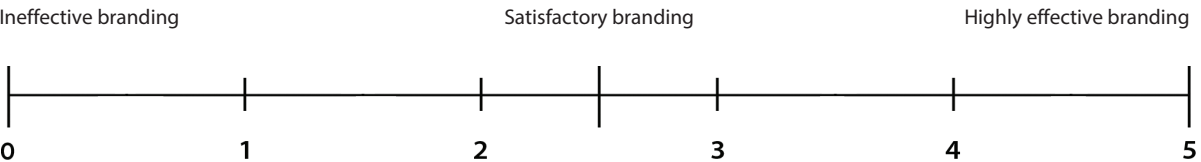
Tutor: Chantelle White

Visual Communication

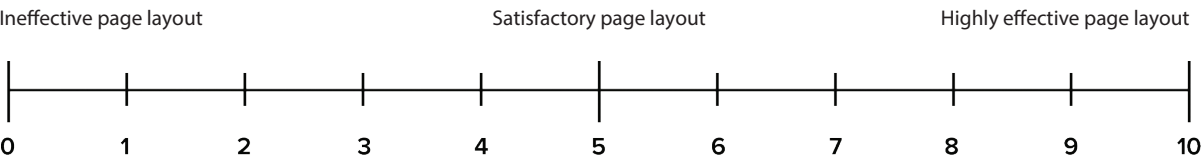
The **visual style** of the website comes across as coherent and congruent. It utilises a consistent and limited colour palette. It is visually engaging, reflective of the topic, and target audience while establishing a clear visual identity.



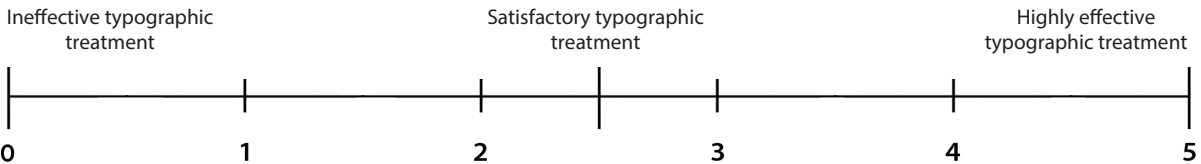
The visual style of the website is reflective of the **clients branding**. All visual elements have been carefully curated and work in conjunction with an established tone of voice to communicate the clients brand.



Effective **responsive layout** where the site has been *optimised for mobile, tablet and desktop*. The responsive layout achieves visual balance, leverages visual hierarchy and displays purposeful element positioning across different viewing platforms.

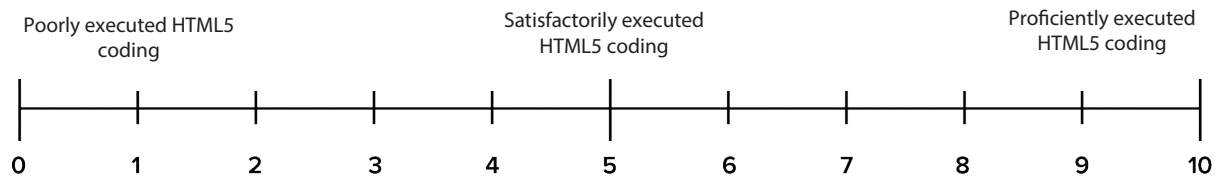


Effective **typographic** treatment evident across the website. It employs a limited, consistent set of fonts that are appropriate to the overall visual style while providing clear readability.

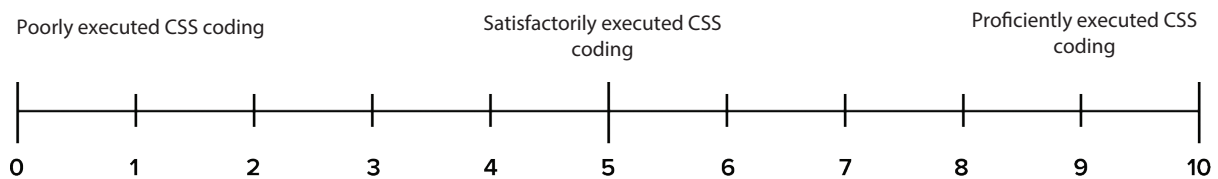


Technical Execution

HTML5 coding has been proficiently executed and is standards compliant, semantic, appropriately commented, validates without significant errors and exhibits organised syntax. *Any third party code leveraged has been clearly indicated and referenced.*



CSS coding has been proficiently executed and appropriately commented with clear evidence that style has been separated from content through the use of an external stylesheet. *Any third party code leveraged has been clearly indicated and referenced.*

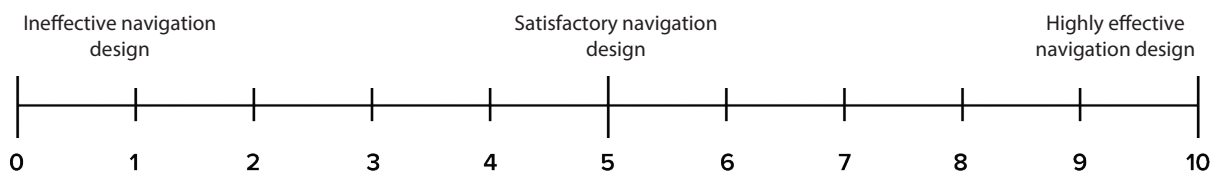


Effective **flexible image** implementation throughout site. **Image editing** across the entire site has been proficiently executed, exhibiting good compression with skilful editing and/or assemblage.



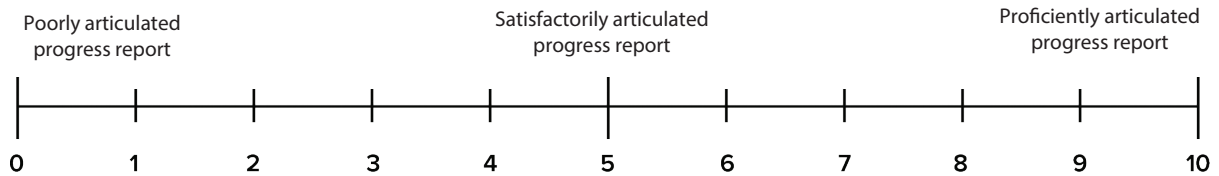
Navigation Design

Effective **responsive navigation design** that has been optimised for mobile, tablet and desktop display. It allows users to easily traverse the main sections of the site in each platform.



Progress Report

Progress report has been proficiently articulated. It includes a clearly rationalised changelog that draws upon relevant design theory and/or best-practice principles to support design deviations from the pre-production document. All 3rd party sourced website elements have been referenced.



Additional Website Specifications

NO YES

Website contains all the **required sections** as specified in the chosen client brief within in a single page design (2 marks)

The entire website occupies **no more than 5MB** of disk space, or as otherwise discussed with tutor (2 marks)

Website has been correctly **uploaded to FTP server** and "live" site appears to be **fully accessible**. (5 marks)

Minimum **display resolutions** for mobile, tablet and desktop have been accommodated **without any notable issues**. (2 marks)

Website displays in the **most common** (Chrome, Firefox and Safari) browsers **without any notable issues**. (2 marks)

Website contains **no broken links or erroneous paths**. All images, video, audio, external CSS and hyperlinks are loading as expected. (2 marks)

Page Total:

Assessment submitted:

Deduction of:

Assessment Total:

See next page for assessor's comments.

Assessor's Comments: