Design Project Grading (worth 50 points)
Note: The project is worth 100 point. The other 50 points can be found under Technical Grading of Project.

I. Content Organization (15 points)

- **Sites Content:** information grouped logically and in consistent sections - keep relevant topics together (5 points)

- **Navigation:** all top level navigation is global (consistently implemented) throughout the site. Each page has a minimum of three functional top level navigation elements. Extra top level navigation CAN be used to enhance your site but should directly relate to the main site topic(2.5 points)

- **Rollovers:** consistent use of navigation rollovers throughout the site (2.5 points)

- **Location Navigation:** use of modified navigation elements to show the current page location in relation to other pages in the site (2.5 points)

- *NO Horizontal Scrolling!* page content fits within the standard page width of 1000px as previously mentioned. Vertical scrolling is acceptable when necessary due to site content (2.5 points)

II. Design Considerations (20 points)

- **Target Audience:** the site shows strong consideration for the target audience associated with the site and the its content (2.5 points)

- **Concept:** the main design concept drives the ideas and design choices based of the clients needs (5 points)

- **Design Consistency:** overall consistent "feel" carried throughout the entire site; supported through site-wide stylistic/design decisions (color, fonts, sizing, layout)(2.5 points)

- **Overall Color:** appropriate and consistent color schemes implemented throughout the site - conveyed moods associated with certain color choices/combinations have been kept in mind (2.5 points)

- **Imagery & Graphics:** appropriate use of content specific images and static graphics (charts, diagrams and illustrations) - conveyed moods associated with visual imagery choices have been kept in mind (2.5 points)

- **Image Optimization:** all images and static graphics are web optimized (72dpi in size and in RGB color mode) and not "stretched to fit" or

"pixelated" (2.5 points)

- **Spacing/Negative Space:** overall consistent spacing applied site-wide (margins, padding, borders) (2.5 points)

III. Typography (15 points)

- **Typographic style:** typography reinforces the overall tone and style of the site - conveyed moods associated with certain typographic choices have been kept in mind (2.5 points)

- **Body Copy:** all body copy is no smaller in size than 10 points and no larger than 16 points (exceptions can be made for typographic call-outs in body copy) (2.5 points)

- **Main Text Areas:** main areas of text are appropraite widths (alphabet and a half charecter length) (2.5 points)

- **Headings & Subheadings:** used to emphasize areas of interest/importance and help to organize text and site content (2.5 points)

- **Typographic Hierarchy:** implement good use of typographic hierarchy (2.5 points)

- **Non Traditional Font Selection:** site uses at least one specialised font from google web fonts or other online web font directory(2.5 points)