## General

1. Delivers on the client expectations set by your design brief
2. Professional appearance (would your client pay you for what you delivered?)
3. 7 pages = home page (*index.html*) + 6 pages of your choice *(remember, the index page can be used a template to build the other pages)*
4. No use of pre-made templates, page builders, or JavaScript: all pages must be coded by you
5. File management - all site pages and folders are well organized on the server
6. Responsive page layout - all pages must use responsive design; the browser window will be resized when grading
7. HTML - all pages must use HTML5 semantic structure elements appropriately; <div> elements used minimally or only when appropriate
8. HTML - all pages must validate with no errors at [The W3C Markup Validation Service (opens in a new window)](https://validator.w3.org/) [URL: https://validator.w3.org/]
9. CSS - all styles in an external CSS stylesheet; do not use any obsolete or outdated HTML presentational attributes or elements, inline CSS styles, or internal stylesheets, inline CSS styles, or internal stylesheets
10. CSS - all styles must be CSS3 compliant for modern browsers
11. CSS - all pages must validate with no errors at [The W3C CSS Validation Service (opens in a new window)](https://jigsaw.w3.org/css-validator/) [URL: https://jigsaw.w3.org/css-validator/]
12. Navigation - working links to all internal pages
13. Navigation - 2 external links to related pages (must open in a new window)
14. Pages - all pages will contain a consistent header w/logo, navigation, body, & footer
15. Pages - all pages will contain relevant text & at least one image
16. Pages - all pages will meet all General, Layout, and Design requirements
17. Home page - compelling, interesting information above the fold
18. Home page - delivers on the client expectations set by your design brief
19. Form page - the page must meet all requirements outlined in *Assignment (L11): Home Page - Instructions*
20. Form page - one site page must include an (inoperable) HTML form with meaningful purpose
21. Form page - HTML form must meet all requirements outlined in *Assignment (L12): Form Page - Instructions*
22. Other - on any page of your choosing: minimum 1 ordered or unordered list (navigation does not count)
23. HTML Commenting - All .html files must include HTML commenting
24. CSS Commenting - All .CSS files must include commenting
25. Final submission - cite images used (all should be personal images or available under CC/No attribution license)
26. Final submission - your assignment URL must be submitted as a clickable, working hyperlink which points to the home page of your site

## Layout

1. Page - consistent use of CSS-based responsive (fluid) design. Media queries are not required but optional. *Note: responsive and fluid are not the same thing.*
2. Page title - consistent company/organization/site name on every page
3. Site header/logo - consistent position, layout, & design on every page
4. Navigation - consistent position, layout, & design on every page
5. Navigation - clear, consistently labeled, and working links to all pages (links do not open in a new window)
6. Navigation - external links open in a new window
7. Navigation - meaningful text for all hyperlinks - no "Click Here"
8. Site header/logo and navigation area - combined areas take up no more than 1/4 to 1/3 of the top portion of the browser window
9. Body - consistent position, layout, & design on every page
10. Footer - consistent position, layout, & design on every page
11. Footer - includes copyright, email link, 2 social media images which link to social login pages
12. Other - on any page of your choosing: 1 logo (header logo does not count),
13. Home page - compelling, interesting information 'above the fold' (before scrolling)
14. Scrolling - No horizontal scrolling

## Design

1. Page design - unity throughout pages obtained by appropriate application of web design principles **(balance, proximity, contrast, focus, etc.)**
2. Page design - good use of principles: repetition, contrast, proximity, and alignment
3. Page design - text, graphics, and whitespace are balanced
4. Page design - consistent margins & padding on every page
5. Page design - information is easy to find
6. Page design - appeals to the target audience described in the design brief
7. Color scheme - consistent across all pages
8. Color scheme - reinforces content and site message
9. Color scheme - enhances site message rather than distracts
10. Color scheme - sufficient contrast and color differentiation between text and background colors/images
11. Fonts - consistent across all pages
12. Fonts - reinforce content and site message
13. Fonts - enhances site message rather than distracts
14. Images/graphics - have a clear purpose, enhance the site message rather than distract
15. Images/graphics - appropriate alternative text
16. Images/graphics - image sized, cropped, and optimized for web delivery (no huge pictures which would cause slow page rendering)
17. Images/graphics - use CSS for responsive sizing
18. Images/graphics - not copyright protected (free for commercial use with no attribution) and fit the theme