Web Portfolio Evaluation Criteria

	Unsure n/a	Poor	Fair	Good	Excellent
Overall Quality of Portfolio Website					**x**
Looks very well put together, professional in appearance					x
Shows creativity in design					x
Body of work shows required skills for employment					x
Navigation/Functionality					
Navigation clear and consistent					x
All links and buttons work properly					x
Media plays without problems					x
Images are optimized for the web					x
Website opens quickly and media displays quickly					x
Appearance					
Background colors/texture					x
Color scheme					x
Concept/theme/unified look					x
Layout - position of page elements, alignment, white space					x
Typography – fonts, text size, other formatting				x	
Images are high quality					x

Projects are presented in an attractive manner					X
Content/Design of Pages					
Home page provides good first impression and introduction to portfolio website					x
About me page					x
Portfolio gallery (thumbnails & captions)					x
Portfolio reflections/description pages					x
Contact page					x
Reflections (description of portfolio pieces)					
Content of reflections appropriate					x
Project images are high quality					x
Spelling and grammar are correct					x

What was your overall first impression of the website?

My first impressions of Julie's portfolio were very positive. I loved her choice of the green color palette, which in color theory, green can help bring feelings of reliability, trustworthiness, and safety. I think that was a good choice. Clean and modern looking. Clear call to action. I liked her use of stock photos, and hero image specifically, which adds to the visual of what her skills are and what her portfolio is showcasing.

Did you have any technical difficulties as you navigated through the pages and displayed the projects?

I tested the navigation and it worked well, no broken links. It was intuitive, clear and I knew where to go to get to where I needed to.

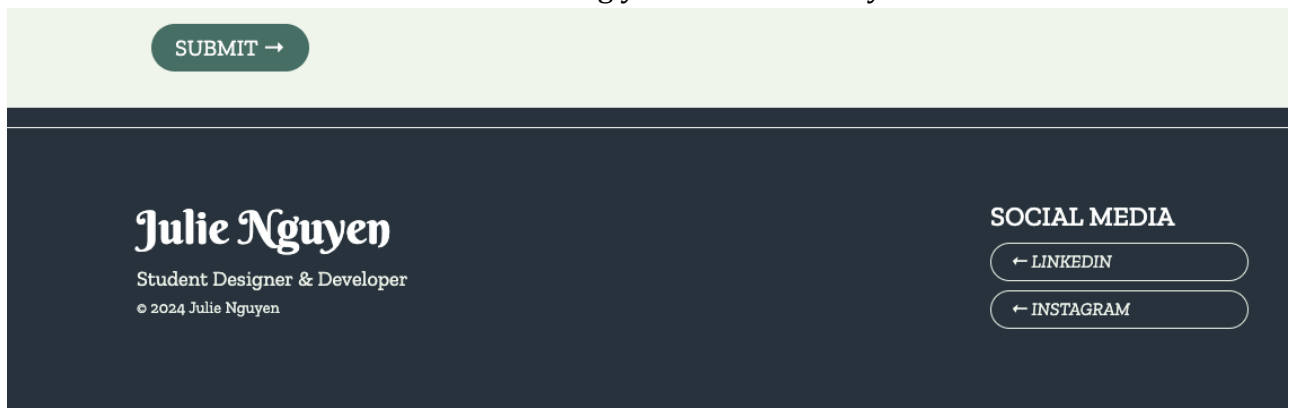**What do you feel are the most effective design elements of this web portfolio?**
I think this is a very well built portfolio in design, function and quality of content. There was thought to the design, color theme, image quality, responsiveness and navigation. It is easy to navigate and intuitive to navigate without any issues. It functions as one expects. I had to look for critiques, because this was well done.

What would you suggest be changed with the design or content of this web portfolio?
- Regarding responsiveness, on the contact page, her email address is running out of her div. If she adjusts that, the rest of her pages respond well. Screenshot below:
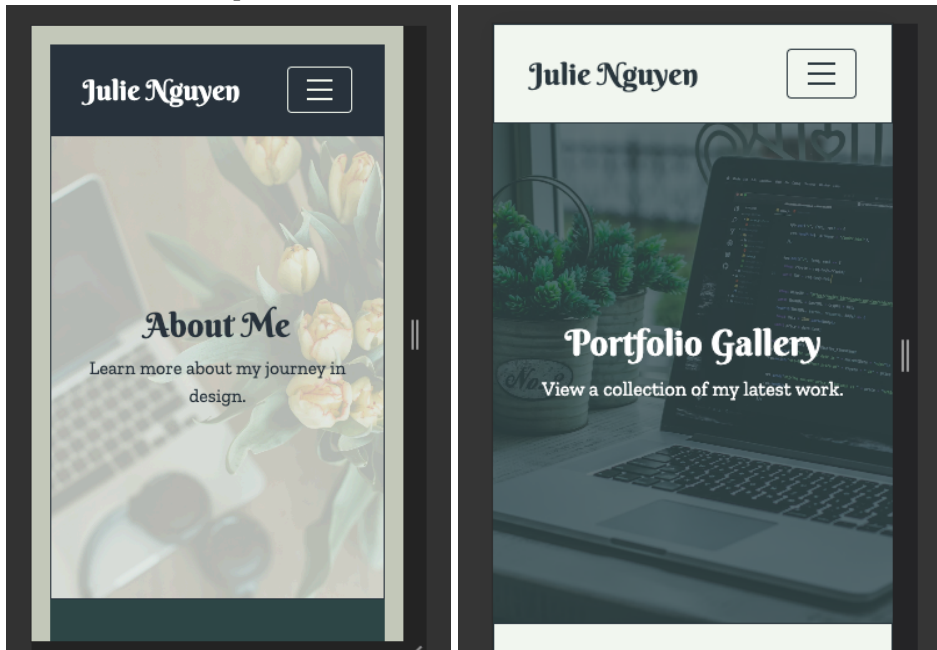

- I am not sure if this is just personal preference, but I am not sure how I feel about the arrows. Perhaps, something for Julie to consider, is to remove the arrow with the submit button. Keeping the arrows in the other buttons if she prefers. This would help to keep consistency by having all the arrows moving the same direction on all buttons that have arrows. Thinking of UI, the brain identifies signals (like the arrow) and the eyes naturally follow it. Does the arrows help communicate that these are external links? I do feel that it does call attention to them and could aid in letting you know that they are external.

- My other other suggestion is maybe removing the margin around her content

div. It is more of a design suggestion, not an error. It just feels less cluttered and edge to edge in design. Or if she wanted to keep it on desktop but remove it on mobile, that would work as well, since on mobile you have less real estate. Screenshot examples:

- There are a few color contrast instances that could be slightly adjusted to pass WCAG AA & WCAG AAA if needed. Screenshots below:

Instances:
  - Homepage: Explore Now (Button) -- suggestion: you could change the color of the text, or the background color. Even using the inverted button from the top of the page would pass and look good: background-color: #bcd2c1;color: #000;
  - Portfolio: The page title. I don't think the checker is taking in account the image overlay color, but if Julie wanted to be safe, maybe a subtle drop shadow to all h1 can help them stand out a bit more from the background? Just an opinion, I will leave that up to Julie to see what she prefers.
  - About: Resume button, perhaps using the color scheme above for the explore button.

- Contact: Title contrast (same as portfolio). Also the color of the labels for the form might be hard to read. She could just replace that section's background with white, or leave it as it. Screenshot below:

Name of Person Providing Critique: Rachel Middleton

Position/Company: UX/UI Web Developer, Weber State Marketing & Communications