**WEB 2890 Portfolio Website Feedback Evaluation Criteria**

**Name of Person Providing Critique**: Lori Hill

**Position/Company**: Digital Producer Avalere Health Marketing Agency

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not applicable | Poor | Fair | Good | Excellent |
| **Overall Quality of Portfolio Website** |  |  |  |  |  |
| 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 |  |  |  |  |  |
| 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?

It looks clean and modern

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

Might want to have a dropdown of the different projects in the top navigation.

What do you feel are the most effective design elements of this web portfolio?

I really like all the different projects.

What would you suggest be changed with the design or content of this web portfolio?

I would add a picture of yourself to make it more personable. The footer information is hard to see and the grey on black doesn’t have the color contrast for those with visual variance. It would be good to have a closing one sentence statement call to action at the end to encourage them to fill out the form and contact you. It’s hard to see the details in the different projects so you may want to add additional screenshots of the projects that are visible. It would be hard for me as potential employer to see your full capabilities with only seeing a small portion of the project.