

IT0041
E-Commerce with Digital Marketing
3rd Term SY 2023 – 2024

Final Project Rubrics

E-Commerce Website Title: Four A's Fashion Design

Group Name: Four A's

Members: Ace Mark Aquino
Nielmar Dioquino
Andrei Joseph O. Garcia
Aira Sindayen

Section: TB 41

CRITERIA	EXCEEDS EXPECTATIONS (7)	MEETS EXPECTATIONS (6)	BELOW EXPECTATIONS (5)	NOT ACCEPTABLE (4)	SCORES
Organization of Content	Logical, Intuitive sequence of information. Menus and paths to all information are clear and direct.	Logical sequence of information, menus and path to more information are clear and direct.	Some logical sequence of information, but menus and paths are confusing or flawed.	No logical sequence of information, menus and paths to information are not evident.	
Originality	The product shows significant evidence of originality and inventiveness. The majority of the content and many of	The product shows originality and inventiveness. While based on the extensive collection of the other people's	The work is an extensive collection and rehash of other people's ideas, products, images and inventions. There	The work is a minimal collection and rehash of other people's ideas, products, images and inventions. There	

	the ideas are fresh, original, inventive, and based upon logical conclusions and sound research.	ideas, products, images, and inventions, the work extends beyond that collection to offer new insights.	is no evidence of new thought or inventiveness.	is no evidence of new thought or inventiveness.	
Subject Knowledge	Subject knowledge is evident throughout. (more than required). All information is clear, appropriate and correct.	Subject knowledge is evident in much of the product. All information is clear, appropriate and correct.	Subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	
Graphical Design	The combination of multimedia elements in words and ideas takes communication and persuasion to a very high level, superior to what could be accomplished with either alone. The mixture brings about synergy and dramatic effects which reach the intended audience.	Design elements and content combine effectively to deliver a high impact message with the graphic and the words reinforcing each other.	Graphical and multimedia elements accompany content but there is little sign of mutual reinforcement. There is no attention paid to visual design criteria such as balance, proportion, harmony, and restraints. There is some tendency toward random use of graphic.	Exaggerated emphasis in graphics and social effects weakens the message and interferes with the communication content of ideas.	
Screen Design	The screen contains all necessary navigational tools and buttons. Users	The screen contains adequate navigational tools and buttons. Users	The screens are difficult to navigate, but some buttons are navigational tools	The screens are either confusing and cluttered or barren and stark. Buttons or	

	can progress intuitively through the screens in a logical path to find information.	can progress through the screens in a logical path to find information.	work. Users can navigate a few screens.	navigational tools are absent or confusing.	
Creativity	Was extremely clever and designed with originality, a unique approach that truly enhanced the project.	Was clever a times, thoughtfully, and uniquely designed.	Added few original touches to enhance the project but did not incorporate them throughout.	Little creative energy during this project, was bland, predictable, and lacked zip.	

Evaluated by:

Printed Name and Signature of Faculty Member

Date