

## PERSONAL PORTFOLIO WEBSITE SCORING GUIDE/RUBRIC

AESTHETICS	Excellent	Good	Average	Poor
Is inventive and original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibits an understanding and efficient application of basic design principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intentionality: design is appropriate for subject/topic; marketing consideration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>OPERATIONS</b>				
At least four web pages in site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home page is effectively translated for tablet and mobile devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Includes at least one form	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Organization:</b> all elements work together to provide users with clear navigation and intent of site: "user-friendly"; strong typographic hierarchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Features:</b> menu bar, links (including anchors, if necessary), at least one rollover effect, at least one Muse widget used, footer added to site page (if appropriate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Images:</b> Images have been optimized for the web and have alternate text applied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>PROFESSIONALISM</b>				
Exhibits focused effort & diligence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key words and descriptions applied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## NOTES

- each circle equals 5 points
- Total points available: 220