**Client: Vicious Cycles**

**Required components (50 pts.):**

* HTML5 Semantic structure - elements used appropriately, divs minimally when no other element is appropriate
* External Style Sheet
* 3 pages
* Working internal navigation on all pages
* 1 logo, 2 social media images (link to login page), and 2 additional images of your choice that are not copyright protected and fit the theme.
* 1 ordered or unordered list other than navigation.
* 2 external links to related pages. These must open in a new tab or browser window.
* Footer on each page includes copyright, email link (all on a single line)
* Working hyperlink submission in Blackboard.

***Other Considerations: Page Layout (20 pts.)***

* Consistent site header/logo
* Consistent navigation area
* Informative page title that includes the company/organization/site name
* No horizontal scrolling
* Repetitive information (header/logo and navigation) takes up no more than 1/4 to one‐third of the top portion of the browser window
* Home page has compelling, interesting information above the fold (before scrolling down)
* Main navigation links are clearly and consistently labeled.
* All navigation and site links work.
* Graphics do not significantly slow page rendering. Keep image size to a minimum effective size (no huge pictures!)
* File Management - site is well organized on the server.

***Page Design (20 pts.)***

* Good use of basic design principles: repetition, contrast, proximity, and alignment
* Balance of text/graphics/whitespace on page
* Site is appealing to target audience.
* Consistent color scheme is appropriate for content and message.
* Color enhances rather than distracts from the site
* Font choices are appropriate.
* Information is easy to find.
* Each graphic used serves a clear purpose.

***Accessibility (10 pts.)***

* All images/graphics have appropriate alternative text.
* Hyperlinks are meaningful, no "Click Here"
* Appropriate color contrast between text and background.