**WEB DESIGN 2 FINAL**

\_\_\_\_\_\_/150 pts

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Home Page – 44 pts** | **Pt Value** | **Pts Earned** |
| * Banner – includes name of “business/idea” & logo   + Well-designed/creative; depicts business | 10 | **\_\_\_\_\_** |
| * Nav Bar – Up & Over required w/titles & working links to all other pages | 8 | **\_\_\_\_\_** |
| * Introductory Information (2 paragraphs, 5 sentences)   + Spelling, grammar, punctuation   + Complete/Appropriate/Informative | 6 | **\_\_\_\_\_** |
| * Images/Pictures – at least three   + Aligned and spaced effectively   + Alternate text *(use title= not alt= in code)* | 3 | **\_\_\_\_\_** |
| * Keywords | 2 | **\_\_\_\_\_** |
| * Page titled on web bar | 2 | **\_\_\_\_\_** |
| * Last Updated Text and Date | 2 | **\_\_\_\_\_** |
| * Layout Effective – proximity, alignment, consistent | 5 | **\_\_\_\_\_** |
| * Color Choice – good contrast | 3 | **\_\_\_\_\_** |
| * Font Choice – effective, consistent, size appropriate | 3 | **\_\_\_\_\_** |
| **Other Pages – 51 pts** |  |  |
| * Three other pages - (Each 2 paragraphs, 5 sentences)   + Spelling, grammar, punctuation   + Complete/Appropriate/Informative | 18 | **\_\_\_\_\_** |
| * Banner on each page – depicts business and/or page; consistent with Home Page | 6 | **\_\_\_\_\_** |
| * Nav Bar – consistent location/style as home page | 6 | **\_\_\_\_\_** |
| * Images/Pictures – at least three on each page * Aligned and spaced effectively * Alternate text *(use title= not alt= in code)* | 9 | **\_\_\_\_\_** |
| * Pages titled on web bar | 3 | **\_\_\_\_\_** |
| * Layout Effective – proximity, alignment, consistent | 3 | **\_\_\_\_\_** |
| * Color Choice – good contrast | 3 | **\_\_\_\_\_** |
| * Font Choice – effective, consistent, size appropriate | 3 | **\_\_\_\_\_** |
| **Overall – 55 pts** |  |  |
| * Animation – at least one; creative, original, well done, several motions used; depicts “business” | 20 | **\_\_\_\_\_** |
| * Logo/Ad – designed in Illustrator; depicts “business”, creative, well done, appears on all pages | 15 | **\_\_\_\_\_** |
| * Table – at least one (show borders, color, merge and split features) | 4 | **\_\_\_\_\_** |
| * Spry Menu, Panel, and/or Accordian (if using menu as nav bar, then must choose panel or accordion) | 4 | **\_\_\_\_\_** |
| * Form (Text, Buttons, Checkboxes, and/or List/Menu) with a Submit | 4 | **\_\_\_\_\_** |
| * Contact Information (phone, address, linked email) | 2 | **\_\_\_\_\_** |
| * External Link – at least one | 2 | **\_\_\_\_\_** |
| * Horizontal Lines – at least one | 2 | **\_\_\_\_\_** |
| * Named Anchor – at least one and in logical place | 2 | **\_\_\_\_\_** |
| **Bonus Points** – up to 10 for Exceptional Detail |  |  |