

Rubric: Design Docs

WRA 210 - Intro to Web Authoring - Spring 2013

Name: Student Date:

Project Criteria	Possible	Score
Sitemap		
Defines the structure of the portfolio - how objects/pages relate to one another	20	0
Represents all aspects of the portfolio, not only navigation items	10	0
Represents any/all parent/child relationships between portfolio pages	10	0
Reflects thoughtful consideration of design principles (CRAP)	25	0
Wireframes		
Create an organizational skeleton of all pages/views comprising the site	20	0
All pages/views clearly defined, all functions and content explained	10	0
Elements are contained in blocks and do not contain stylistic elements	10	0
Reflects thoughtful consideration of design principles (CRAP)	25	0
Design Comps		
Visual style is clearly related to wireframes, puts a graphic skin on the skeleton	25	0
Defines all typefaces, colors, and images necessary for building the design	10	0
Saved as a layered graphic (PSD) with layers named and organized effectively	10	0
Reflects thoughtful consideration of design principles (CRAP)	25	0
Totals	200	0
Feedback		