***INB271/INN271 Assignment 1 Criteria Sheet***

***Student Name:***

***Student Number:***

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| ***Criteria*** | ***Standards*** | | | |
|  | ***Poor*** | ***Satisfactory*** | ***Good*** | ***Outstanding*** |
| ***Create HTML pages and web forms*** | Page containing a header, footer and sidebar  Sign-up page contains some form elements. | Conforms mostly to XHTML standard  Appropriate use of HTML form elements in review page (not just text boxes)  Appropriate use of images and logos.  Div elements used for page layout  HTML elements used as intended  Most styling done via CSS | Conforms mostly to XHTML standard  Useful comments in HTML  Use of HTML and form elements to achieve a user interface of the reasonable professional standard. | HTML perfectly laid out and easy to understand  100% conformance to XHTML standard  Large number of insightful comments in HTML  Search engine optimized (including meta data)  Sophisticated use of HTML and form elements to achieve a user interface of the highest professional standard. |
| **Demonstrate ability to achieve dynamic web page behaviour via client side scripting** | Some use of JavaScript | Simple validation of all form elements on the review page | Useful comments in Javascript  Use of JavaScript to achieve reasonable dynamic effects and validation. | JavaScript in separate source file  Perfectly laid out and easy to understand  Large number of insightful comments  Sophisticated use of JavaScript to achieve advanced dynamic effects. |
| ***Demonstrate skills in web page styling*** | Some use of CSS | CSS in external style sheets  No use of internal style elements  Absolute positioning used for div elements to achieve page template  Flexible or centred page design | Useful comments in CSS  Use of CSS to achieve reasonably advanced styling effects | CSS perfectly laid out and easy to understand  Large number of insightful comments in CSS files  Sophisticated use of CSS to achieve advanced styling effects |

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| ***Demonstrate principles of good web design*** | Some effort to create a professional looking web page. | Demonstrated an understanding of the target demographic audience and applied to the design of the web site.  Achieved a unified design with consistent look and feel (consistent use of colour, font, graphics, layout etc) that is visually pleasing and effective.  Followed most WCAG guidelines | Report demonstrates some commitment to achieving accessibility, demonstrates a good understanding and following of all WCAG guidelines.  Report shows an understanding and illustration of web design principles (including citations to relevant literature)  A storyboard structure of the web site has been developed to show logic and structure behind the content | Report demonstrates strong commitment to achieving accessibility, demonstrates a meticulous understanding and following of all WCAG guidelines.  Designed for low resolution and low bandwidth  Report shows a thorough understanding and illustration of advanced web design principles (including citations to relevant literature) |
| ***Demonstrate self directed learning and investigation skills*** | Describes at least three other web sites | Critically reviews features from other web sites.  Report able to extract the essence of the idea. | Good choice of design features to borrow – appropriate given the demographics and site requirements and greatly enhances site.  Report is able to describe what design examples are and has a good understanding of how the features work. | Excellent choice of design features to borrow – appropriate given the demographics and site requirements and greatly enhances site.  Describes advanced features that beginners would be unlikely to develop themselves.  Report is able to clearly describe design features or web artefacts via a simplified, self-contacted set of code snippets. |
| ***Effective Communication*** | Written report is submitted. | Report is reasonably structured, covers required material and is easy to understand.  Report contains purpose of the site  Report states how success of the site will be judged  Report contains a statement of completeness | Report is well structured and writing is of a reasonably high standard. | Report is very well structured, thoughts are very well organized and writing is of the highest professional standard. |

**Total: out of 25%**