

web design & development for everyone (<http://webdemos.web.unc.edu/>)

COMP 126. html5. css3. @unc-chapel hill.

final project site rubric

Category	D-F range	C range	B range	A range
Layout & Design	Text is difficult to read, backgrounds are distracting, and/or design elements may be incoherent or inappropriate to the content. A grid layout was not used; fixed divs and other problems may render the page unresponsive to browser resizing. The site may be underdeveloped or remedial	The layout may not be based on a grid layout system and may be only partially or not at all responsive to browser resizing. The site may include extraneous/unused code, code that hasn't been customized to the site's purpose, or code that appears to have been left over from another template; it may appear that the	The page is well-organized on a CSS grid layout or Bootstrap grid layout. Well-chosen fonts (generally, no more than two different fonts, although variations in font size and weight are permitted), text spacing, and alignment make reading easy. Page is well-constructed and well-designed, but may be less	The page is well-organized on a CSS grid layout or Bootstrap grid layout. Well-chosen fonts (generally, no more than two different fonts, although variations in font size and weight are permitted), text spacing, and alignment make reading easy. All design elements come together in an unusually creative and/or elegant whole. Pages are eye-

<p>in design and function, or too sophisticated for a beginner-level development team to have created, perhaps including plenty of unused, extra code that the developer/s didn't understand well enough to customize or remove—indicating that most of the code was not the authors' original work. Text may have been heavily cut and pasted from other sources; content may not be original. The site may clearly be a whole-cloth modification of a full website template built by someone else. This may or may not qualify as plagiarism, but either way, it clearly doesn't represent much original work or effort by its author/s. Very little or no attention to accessibility and responsiveness in</p>	<p>developer/s found that code elsewhere and didn't know how it worked well enough to customize or remove it. There may be considerably more clearly borrowed or Bootstrapped code than original code or design. Text may have been cut and pasted from the Internet. Less attention has been paid to responsiveness and accessibility in both design and markup. Color choices may make the content difficult to read for the visually impaired (or the non-visually-impaired). There may be lots of generic divs.</p>	<p>engaging or original than in an A project. Layout is mostly or fully responsive to different viewports. There is no extraneous/unused code; most of the time, the developers seem to have control of the way the site looks and behaves. Content is original; all text was composed by the authors or provided by the client. The site is mostly responsive and accessible; all elements resize appropriately for different sized browsers, markup and tagging is fully semantic, <alt> tags are included when appropriate, etc. An effort has been made to use color and select fonts that color-blind and visually impaired users can discern, but perhaps less successfully. Content is readable even in older</p>	<p>catching and attractive; text is easy to read; backgrounds are subtle and appropriate. Layout is fully responsive to different viewports. White space is balanced with content in a manner that aesthetically pleasing, accessible, and usable. There is no extraneous/unused code; the developers clearly have full control of the way the site looks and behaves. Content is original; all text was composed by the authors or provided by the client. The site is fully responsive and accessible; all elements resize appropriately, markup and tagging is fully semantic, <alt> tags are included when appropriate, etc.; color and contrast are used and clean fonts are selected so that color-blind and visually impaired users can easily discern them. HTML5 structural-semantic tags</p>
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markup or design—or the attention paid is too sophisticated for the beginner-level students to have developed by themselves. Pages may appear busy or dull; text may be difficult to read. The background may be distracting or interfere with the user’s ability to absorb the content.	browsers. HTML5 structural-semantic tags are used instead of generic divs whenever appropriate—most of the time.	are used instead of generic divs whenever appropriate.
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Graphic s & Media	<p>There are no graphics or media, or all graphics and media are of an extremely low resolution and quality, or they are distracting and inconsistent with the site's purpose. Media may be inserted via links instead of embedded, or they may not work properly. Media items are clearly afterthoughts pasted on to meet a requirement or to fill space, or the site may rely on media and images to capture attention, rather than integrating them into the whole. Links may be broken; images may fail to render.</p>	<p>Some photos, icons and other graphics may be blurry or stretched; media may not function properly. Too many images and media items, or poorly rendered images and media, may slow down the page loading time or not function properly themselves. Too much media may distract from the site's content, navigation, or overall tone. Media may be inserted via links rather than embedded. Media items don't feel necessary to the content or design, pasted on to meet a requirement or fill space, rather than as necessary parts of the whole. Links may be broken; images may fail to render.</p>	<p>Photos, icons, and other graphics are appropriate, of high quality, and resolve in the page quickly. Media items are embedded, not linked, and video or audio players have been sized and styled (or hidden) to fit into the overall flow and tone of the site. Media are generally well chosen and support the purpose and theme of the site.</p>	<p>Photos, icons, and other high-quality graphics are smoothly integrated into an overall design plan. All media is embedded, not linked, and any video or audio players have been sized and styled to fit into the overall flow and tone of the site. All media are well chosen to support the purpose and theme of the site and are unique and engaging; they seem like a natural part of the whole, not like add-ons.</p>
Content	<p>Content is poorly written, poorly chosen, inaccurate, incomplete, or sloppy. Little</p>	<p>Too much or too little content; not much stylistic grace; not particularly compelling. The</p>	<p>The site's home page has been fully built out and populated with content. It</p>	<p>The site's home page has been fully built out and populated with content. It establishes the</p>

<p>to no effort has been made to create and communicate a consistent tone, purpose, or theme. Links to subpages go nowhere, or to blank pages, and/or links may be broken. The project report is missing, barely there, or clearly substandard.</p>	<p>home page doesn't communicate the developer's intended theme, tone, and/or purpose very clearly. Links to subpages go nowhere, or to blank pages, and/or links may be broken. The project report is very brief, or stylistically inconsistent, or appear thrown together at the last minute.</p>	<p>establishes the overall tone, design scheme, and purpose of the entire site. Any subpages accessible via navigation elements from the home page exist and can be accessed via navigation; they are populated with a reasonable amount of content. If they are not, their future purpose is still clear, and what we do see is consistent with the tone, design, and purpose established in the home page. Content is well-organized and generally well-written, though perhaps less compelling than at the full-credit level. The site's intended theme, tone, and purpose are clear enough, though there may be moments of inconsistency. There are at least two fully developed pages per group</p>	<p>overall tone, design scheme, and purpose of the entire site. Any subpages accessible via navigation elements from the home page exist and can be accessed via navigation; they are fully populated with content that is consistent with the tone, design, and purpose established in the home page. The overall design scheme is polished, creative, appropriate, well-organized, mechanically clean, and engaging. The site has a well-stated, clear purpose, tone, and theme that are carried out throughout. There are at least two fully developed pages or significant content areas per group member; those working alone have added an extra page or developed a one-page app to avoid the site looking too thin. The team's project report is coherent, mechanically clean,</p>
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			<p>member; those working alone have added an extra page or developed a one-page app to avoid the site looking too thin. The team's project report is generally well done, but may be inconsistent or appear rushed.</p>	<p>well organized, and contains all the elements detailed in the project assignment.</p>
Nav & Links	<p>It's impossible to tell where the user should go on the site...or whether there is anywhere to go...or whether there will be anywhere to go...or how...or why.</p>	<p>Navigation menu items may seem random or confusing. Links may be broken. Clutter may distract from smooth navigation. Alternatively, the quality of the navigation elements may be uneven or inconsistent. There may be fewer than three navigation items, and/or menus may contain more than six subpages. Links to outside sites may open in the same browser window, replacing the project site and likely losing the user's attention.</p>	<p>Links are consistent, intuitive, and clearly placed to meet the user's expectations. Navigation is relatively smooth, and menu items and buttons are clearly marked, though perhaps less elegantly styled. There are at least three navigation menu items, clearly placed. No menu contains more than six items. Links to outside sites may open in the same browser window, replacing the project site and likely losing the user's attention.</p>	<p>Navigation is entirely intuitive, simple, and graceful, guiding the user's attention effortlessly throughout the page or site. All content is clearly accessible via well-placed navigation elements. All links are fully functional. Menu items and buttons are well styled with the use of icons or CSS. There are at least three navigation menu items, clearly placed. No menu contains more than six items. Links to outside sites open in a separate browser window.</p>
Code &	<p>HTML markup is</p>	<p>Some attention has been</p>	<p>Most of the code has been</p>	<p>All the code has been marked</p>

Markup	<p>inconsistent and spotty, with little regard for semantic interpretation by screen readers. Markup tags appear to have been used primarily for styling purposes, not semantic ones—header and paragraph tags used out of order, random class and ID names, etc. Appears to have been cobbled together quickly from templates, with lots of extra HTML, JS, and/or styles left in the code that aren't used in the site. Integration of template code has been careless and sloppy; the inconsistencies between the standards and styles of different areas of the project are dramatically evident.</p>	<p>paid to semantic HTML markup, but it's inconsistent. There may be a few extra HTML, JS, and/or styles left in the code that aren't used in the site. Any outside code used has been unevenly integrated into the whole; it's clear that different sections of the code were written by different authors. Generic elements like divs are used instead of HTML5 structural-semantic elements.</p>	<p>marked up semantically to ensure readability for future developments and accessibility to screen readers. There are very few, if any, unused styles left over from any templates used. The overall sense is that the developer has control of the code; most of the time, it's impossible to tell which segments of the code were written by the developer and which were bootstrapped or taken from a template. However, there may be a few instances of unused code or sloppy/absent markup. With a very few exceptions, the code appears to have been written by a single developer with a single set of standards. HTML5 structural-semantic tags are used instead of generic divs some of the time.</p>	<p>up semantically to ensure readability for future developments and accessibility to screen readers. There are no unused styles left over from any templates used. It's clear that the developer has control of every bit of the code, and it's impossible to tell which sections were written by the developer and which were bootstrapped or taken from a template. Class and ID names are meaningful, headers are used in order, lists and tables are marked up according to type and purpose, etc. Styling and semantics combine flawlessly throughout all the documents. All standards are consistent throughout; the project appears to have been written by a single developer with a single set of standards. HTML5 structural-semantic tags are used instead</p>
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				of generic divs whenever appropriate.
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