Unit 3 Project Rubric

Requirements:

- Website will have at least 6 pages.
- Each of those pages should use same or similar style, so that the pages look like they belong to the same website.
- Each page should have meaningful title (using the same title for all the pages is not considered meaningful.
- You should have a consistent navigation, for example if you have a menu which links to different pages, the menu should appear in the same place in all pages, so that users can easily find the menu and be able to navigate to different pages.
- You should use one external stylesheet, and optionally internal style sheets in different pages. The stylesheet should contain only the rules which are common more than 2 pages or all the pages. The internal stylesheet should contain rules which are used only in one particular page.
- You should organize all the pages in a good structure.
- You should layout your web pages using one of the layout techniques I introduced in the class. You should use <div> to layout your pages, using <table> for laying out is not allowed, unless you convince me beforehand. If you want to use a layout I didn't introduce in the class, that's OK too (as long as you're using <div>). But, the layout can't be too simple.
- Your pages should be easy to read, easy to navigate. The text, border, background etc. should be contrasting, and don't use too many different colors.
- You should have enough text and at least 5 images in your website. You're also encouraged to add some multimedia content (audio, video, flash etc.) if you want.
- You should have at least a table or a list in your website.
- You're allowed to use some CSS techniques or scripts developed by others, only in the circumstances that you adopted and modified it to fit your website. Copying is not allowed, and you will automatically get zero if such action is detected.
- If you're using an image or some text from somewhere else, you must clarify the origin of that resource in a comment in your HTML or CSS file, right before the resource you're using.
- Don't submit something which is not considered good even on your own standard.

Web Design Final Project Grading Rubric

Item #	Category	100% Excellent	90% Good	80% Satisfactory	70% Needs Improvement
1	Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, and are of good quality. There may be a few broken images.	Graphics seem randomly chosen, are of low quality, OR distract the reader. Many images are broken.
2	Layout	The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.
3	Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.

4	Work Ethic	Students always use classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Students usually use classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Students usually use classroom project time well, but occasionally distract others from their work.	Students do not use classroom project time well OR typically are disruptive to the work of others.
5	Cooperative Work	Partners show respect for one another's ideas, divide the work fairly, and show a commitment to quality work and support for each other.	Partners show respect for one another's ideas and divide the work fairly. There is commitment by some members toward quality work and support of one another. There may have been a few arguments but they were handled well.	Partners show respect for one another's ideas and divide the work fairly. There is little evidence of a commitment toward quality work in the group or there were some arguments.	Partners argue or are disrespectful of other's ideas and input. Criticism is not constructive nor is support offered. The work is mostly done by one or two people.
6	Copyright	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission
7	Spelling and Grammar	There are either no spelling or grammatical errors, but there may be one or two very minor spelling and/or grammatical errors in the entire site.	There are a few spelling and/or grammatical errors in the entire site.	There are several spelling and/or grammatical errors in the entire site.	There are maybe many spelling and/or grammatical errors in the entire site.

| 8 | Content | All information provided by the student on the web site is accurate and all the requirements of the assignment have been met. In other words, there is sufficient content and pages to deem it a full website. | Almost all the information provided by the student on the web site is accurate and all requirements of the assignment have been met. Or all the information is accurate but not all of the requirements of the assignment were met. Information is not complete. | Almost all of the information provided by the student on the web site is accurate and almost all of the requirements have been met. If there is little information on the website, then it is satisfactory. If researchers cannot find what they need on your website, it is satisfactory. | There are several inaccuracies in the content provided by the students OR many of the requirements were not met. Not enough content, very incomplete. |

Extra Credit:
(5 PTS)
Authentic client.Group provided a website for an authentic client such as a business owner, club or organization or teacher. Student has evidence of ongoing communication with client to ensure client satisfaction. Note that fan pages do not count. There must be a point of contact at the beginning and end phase of the development in order to qualify. Client must have been consulted heavily in the beginning. Project must be presented to client at the end.