Rubric for Project Criteria

5	4	3	2	1	0
This score indicates an excellent level of mastery. Outstanding. Reveals a design sense that is innovative, thoughtful, and engaging. It may include complex levels of communication and expression.	This score indicates a high level of quality. Above average. Overall mastery is demonstrated with minor issues regarding technical/ aesthetic approaches.	This score indicates a basic level of mastery. Average. Many criteria are met, some are not. Improvements can be made in design, approach, effort, or technique. This level reveals a common solution to the design problem.	This score indicates a need for further mastery of skills. Below basic level. A few areas may have met project criteria while many areas do not. Major improvements are needed in design, effort, approach or technique.	This score indicates an inadequate level of mastery. Criteria for grading were not evident in the final product.	This score indicates that either the work is incomplete, not adequately mastered or not handed in for evaluation.

Points	Criteria
	HTML and CSS: Uses index page and links all supporting pages correctly with HTML Include a linked CSS document to control the properties of the site.
	Bootstrap: Uses Grids with personalization to fit the communication goals and aesthetics of the site Uses NavBar with personalization to fit the communication goals and aesthetics of the site Uses at least one additional feature of student choice - must help support overall design
	Aesthetics and Purpose/HTML & CSS: Overall site and individual pages have a good balance of images and text The site is appealing to the viewer and makes them want to know more The site design does not include extraneous distractions and information The site highlights each artist, their work across all art classes, design blog, and connected links/interests. Has a mood or a feel that is appropriate to the artist The mood/style is consistent across site, changes when appropriate It's about communication more so than decoration Color schemes are appropriate to the style and mood of the business/audience Gestalt concepts have been followed Copyright has been followed
	Navigation/Bootstrap NavBar: Users intuitively know where to click and how to navigate site Navigation works in both directions
	Buttons/Bootstrap NavBar: Buttons link to all necessary information for the content/business Buttons are labeled appropriately for the content/business Options match the content/business Consistent style across site
	Pages/HTML & CSS: Starts with a Home page/index Intended audience is clearly communicated through style Mood/style is established to appeal to demographic Pages are linked in the correct order, in both directions Pages have established hierarchy Pages show appropriate grouping, contrast, typography (with its own hierarchy) for the site
	Process: Includes a paper prototype of the entire site, demonstrating layout and navigation Includes wireframe model in Photoshop
	Total Points
	Points Conversion/100

COMMENTS: