

ISLT 7360 Introduction to Web Development
Final Project: Design Document Rubrics

Student Name:

URL:

Scales: 5=Excellent, 4=Very Good, 3=Good, 2=Acceptable, 1=Minimal, 0=Unacceptable

| Criteria | Points Possible | Your Points | Comments |
|--|-----------------|-------------|--------------------------------------|
| Purpose: what are the goals and why people come to the web site and use it? | 5 | | |
| Needs Assessment: Provided a summary of information received from target audience to determine need for web site | 5 | | |
| Audience: Provided a detailed description of the type of user that will access the website | 5 | | |
| Content: Provided a detailed description of content, how it meets the goals of the website, & how it is based on user needs | 5 | | |
| Presentation of information: Detailed description of how the information will be organized | 5 | | |
| Media: Detailed description of media acquisition or development, and rationale for using it | 5 | | |
| Color scheme and rationale: Rational is based on visual design and user characteristics | 5 | | |
| Outline of web site organization: A drawing, graphic, or text outline reflecting the site's organization and navigation | 5 | | |
| Report Format: Report is presented as a word document, named correctly, and a link provided from the assignments page | 5 | | |
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| Total Points | 45 | | |
| Course Points | 10 | | Course Points = Total Points / 45*10 |

Feedback Note:

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