# INFOTC 1610 Unit 5 Rubric – Jeffrey Kerley

| Criteria | Exemplary (10 pts) | Proficient (6 pts) | Marginal (4 pts) | Developing (0 pt) |
|---|---|---|---|---|
| **Photoshop and turn in** | - Project size is 1366x768 px at 72 ppi 8 bit color.<br><br>- Layers are organized into the folders of Header, Navigation, Body, and Footer.<br><br>-Did not use adjustment layers.<br><br>-All PS layers are named something that makes sense.<br><br>-All files are named correctly and turned in correctly to OneDrive. | -Missing one of the below layer folders or has incorrect layers within one of the below folders: Header, Navigation, Body, and Footer<br><br>- Any file has incorrect name or is turned in incorrectly.<br><br>- Didn't rename a layer(s). | -Missing two of the below layer folders or has incorrect layers within two of the below folders: Header, Navigation, Body, and Footer<br><br>-Used adjustment layers.<br><br>-JPEG is different from project.<br><br>-Did not attempt to rename any layers. | -Project is not 366x768 px at 72 ppi 8 bit color.<br><br>-Missing three or more of the below layer folders or has incorrect layers within three or more of the below folders: Header, Navigation, Body, and Footer<br><br>-Incorrect naming of all files.<br><br>-Missing the PS file in turn in folder.<br><br>-Missing the JPEG in turn in folder. |
| **Layout and web interface elements** | A header, a standard navigation bar, featured image (images), your logo, text content, and a footer are all used.<br><br>-Guides are used to create a basic structure.<br><br>- Used either the Z-layout, F-layout, or Gutenberg Diagram. | -Guides are incorrect in some way.<br><br>-Missing one:<br><br>A header, a standard navigation bar, featured image (images), your logo, text content, and a footer. | -Guides are not used.<br><br>Missing two:<br><br>A header, a standard navigation bar, featured image (images), your logo, text content, and a footer. | -No attempt at Z-layout, F-layout, or Gutenberg Diagram.<br><br>-Missing more than two:<br><br>A header, a standard navigation bar, featured image (images), your logo, text content, and a footer. |
| **Website elements** | -A photo that reflects the website is used.<br><br>-All text is used verbatim and is spelled correctly.<br><br>-Shape layers are used and adds to the design.<br><br>-A layer style effect adds to the design.<br><br>-Didn't use an image with a copyright or same image as tutorial. | Issues with one area (see notes): Photo, Text, Shape layers, Layer style effect | - Issues with two area (see notes): Photo, Text, Shape layers, Layer style effect | -Issues with more than two area (see notes):<br><br>Photo<br><br>Text<br><br>Shape layers<br><br>Layer style effect<br><br>-Or-<br><br>Used tutorial image or image with a copyright. |

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| **Design concepts and logo** | <mark>- The color palette of your logo is used to design your mockup.<br>– Uses the design concepts to look like a professional design: Layout, composition, negative space, alignment<br>- Your logo is used and is well designed with your mockup</mark> | - Minor design issues with any of the following: layout, composition, negative space, alignment (see below notes)<br>–Logo placement has minor issues | -Major issues with design concepts of any of the following: Layout, composition, negative space, alignment. (See below notes)<br><br>-Did not use the color palette of the logo.<br><br>-Logo placement has major issues. | - Little consideration for design.<br><br>-Did not use your logo |
| **Discussion Board** | - Answered the posted question.<br>- Responded twice to the discussion board. | <mark>- Missing one post.</mark> | - Missing 2 posts | - Did not participate in the discussion board. |
| **Total** | 46 | | | |

**Final Total: 46/50**

**Comments:** Good work, Jeffrey! Your web mockup looks great. You picked a good layout and color scheme to go with your logo. It's very interesting and pleasing to look at. Your initial discussion post was late.