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| **Your Name:** | Joseph Kramer |
| **Title of Website:** | Owl's Coffee Depot |
| **Purpose of site (site goal):** | To increase coffee sales and foot traffic to both locations. |
| **Target Audience:** | Hip Coffee Drinker. Ages from 16-55 Male & Female |

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| **Site Structure and File Naming** | **Points Possible** | **Points Earned** |
| * All pages created as HTML5 doc types * Home page saved as “index.html” * Folder structure is organized and logical * Proper file-naming conventions followed (no caps or spaces) * Includes an images or assets folder * No duplicate files * Other pages have consistent and relevant file names | 10 | **10** |
| Instructor comments: Excellent work with your site structure. Organized files and folders is of huge importance in creating websites and is often overlooked. You’ve done a great job naming your files and folders and uploading them to the server. | | |
| **Page Layout and Formatting** | **Points Possible** | **Points Earned** |
| * Layout is consistent and original (did not use pre-built layouts) * Appropriate Styles   + All styles saved in external stylesheet   + Divs used and styled using CSS   + Appropriate and consistent formatting   + Consistent Navigation menu on all pages (all links work)   + Link styles created for all link states: link, visited, hover, active | 10 | **10** |
| Instructor comments: Nice design and layout. Your formatting is consistent and your navigation menu works great on all your pages. You used an external stylesheet and all styles were removed from the individual pages. You’ve done a nice job styling your links. And I love the way you styled your tables – very nice colors. | | |
| **Use of Images and Other Assets** | **Points Possible** | **Points Earned** |
| * Logo image created and displayed on all pages * All images display correctly * Images placed professionally * Alt text used for all images * At least one rollover image * All images resampled for the web | 10 | **10** |
| Instructor comments: The logo image is displayed nicely. (He’s very cute!) And I’m impressed with your images on the Gallery page – nice work incorporating the image swap. ☺  All other images are sized appropriately and arranged in a professional manner. | | |

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| **Page Content** | **Points Possible** | **Points Earned** |
| All pages are consistently formatted   * At least 4 additional pages * Appropriate content (no spelling, typos, or grammatical errors) * Page titles for all pages * External hyperlinks embedded where appropriate * All links work on all pages * At least one email link * At least one table * One or more lists * Form created – attributes correct and all form fields entered correctly. | 20 | **20** |
| Instructor comments: There are at least 4 additional pages with appropriate page titles.  You have good external links on your pages and they all work as designed. A website is a dynamic source of information and I see you have included additional useful links to external websites directly within the body of your text.  You’ve included a table, email link and list as required.  The form page is set up nicely and the form items were inserted correctly within a table.  I did find a couple typos – nothing major – on the Coffee page, you have the word “to” in the title twice on the left side. And in your footer – “apart” should be 2 words “a part”. | | |
| **Total Points for Personal Website Final Project** | **60** | **60** |
| Instructor comments: Great job, Joe! I hope you have gained some insight into the area of web page design. You have clearly demonstrated a good grasp of web creation and using Dreamweaver. I’ve enjoyed having you in class.  Please remember to save this entire website “artifact” for your required portfolio if you are planning to complete the AAS Website Development and Design degree. | | |