DMIT 1529 Unsolicited Redesign Concept - Marking Guide

			Total Possible Marks
Milestone 1			
Sitemap Flowcart	• a new sitemap for the redesign was created		1
Low Fidelity Wireframes	• the wireframes clearly communicate how the site will be laid out and were the required content will go • the wireframes will also demonstrate the full responsiveness of the site		5
Mood Board	• clearly communicates the theme or overall feeling of the final design • gives examples of the color palette, typefaces, graphics, textures, images, that will be used in the design • includes examples of inspiration from other websites • includes a short rational for the choices made		3
Milestone 2			
In-class Presentation	• participated in presenting for peer review with a near completed design composition • participated in providing peer feedback		3
Milestone 3 - Final Design			
Design Files	• the Photoshop, Illustrator, or Sketch layers are properly named (non default naming) and neatly organized. • Photoshop Etiquette is followed		1
Grid Layer	• design elements are laid out on a column grid layout using guides or layout settings (Sketch) • design elements are laid out utilizing columns, gutters, & margins properly		3
Typography	• typography scales and consistent vertical proportions of spacing is utilized (line height/baseline grid/golden ratio) • the visual hierarchy is clear and obvious • contrasting font pairings are utilized • design has strong readability		3
Homepage Focus	• the main 'real estate' space of the homepage is used wisely for usability & accessibility • the site identity is obvious at a glance		3
Visual Communication & Overall Design	• fundamental design principles are strongly displayed • design demonstrates visual interest and engagement • attention to detail and quality of page layout and design are implemented • design and usability is an improvement to the original site		5
Spelling & Grammar			1
Page Titles	• each page displays a clear and obvious title		1
Total			29