



DFP - Project Information

Interactive Promotional Page

230 Points Possible

	Exemplary	Competent	Developing	NULL
Project-Specific Requirements				
External Data (25 points)	The application makes use of API requests from multiple 3rd parties. User input determines the requests made (25 Points)	The application makes use of one or more 3rd party APIs. User input determines the requests made. (20 Points)	The application makes use of a 3rd party API, but does not use user input to determine the requests. (10 Points)	The application does not successfully load data from a 3rd party API. (0 Points)
Project Info (20 points)	Project deployment page includes the project's title and description, and does a thorough job "selling" it to the user. (20 Points)	Project deployment page has all required elements. (15 Points)	Project deployment page is missing necessary content. (10 Points)	The application does not successfully take advantage of the AIR runtime APIs. (0 Points)
Content Navigation (15 points)	Pagination or scrolling has been implemented to allow the user to view full range of available content. (15 Points)	Pagination or scrolling has been implemented, but the range of content available to the user is unnecessarily limited. (10 Points)		The user is unable to view more than a limited subset of the content available. (0 Points)
Source Linkage (10 points)	Source material links are displayed prominently, and the copyright disclaimer is present. (10 Points)	Source material links are difficult to locate, copyright disclaimer is present. (7 Points)	Links to source materials are missing or copyright disclaimer is incomplete. (5 Points)	No credit is given to the content provider (0 Points)
Design Requirements				

	Exemplary	Competent	Developing	NULL
Application Element (10 points)	The Application Element is clear and the overall goal of the project has been accomplished. (10 Points)	Project contains added elements that do not directly contribute to the overall goal. (7 Points)	Application Element is unclear, or inconsistent. (5 Points)	Project has no clear purpose. (0 Points)
Aesthetics (20 points)	Project uses consistent color palette and font choice. Accents and contrast are used to highlight important elements. (20 Points)	Project color palette and font choices are consistent. Accents and contrast are used with limited success. (15 Points)	Fonts and Colors are mostly consistent. Users struggle to find important elements. (10 Points)	Font and Color choices are inconsistent. Important elements are difficult to find. (0 Points)
Branding (15 points)	All visual elements complement the selected branding and design aesthetic. (15 Points)	With a few minor exceptions, branding and design remains consistent. (10 Points)	An unsuccessful attempt was made to establish consistent branding. (5 Points)	Visual Elements do not comply with the selected branding. (0 Points)
User Experience (15 points)	An exceptional User Experience has been created. The project takes full advantage of the UI principles discussed. (15 Points)	The project implements typical UI patterns and provides an acceptable User Experience. (10 Points)	The project demonstrates some UI patterns, but the overall result can be difficult for the user to understand. (5 Points)	Application is difficult to navigate, causing frustration for the user. (0 Points)
Craftsmanship (15 points)	All elements appear polished and professional. (15 Points)	A few minor elements are lacking polish. (10 Points)	Application elements are unprofessional in appearance. (5 Points)	Visual elements appear to be unfinished. (0 Points)
Alternate Content (10 points)	SWFObject is used, and the project gracefully degrades, while maintaining visual and design consistency. (10 Points)		SWFObject is used, but the alternative content is inconsistent with the site's design. (5 Points)	Missing SWFObject, or missing alternative content. (0 Points)
Functional Requirements				

	Exemplary	Competent	Developing	NULL
External Data (15 points)	Any external content is loaded correctly, displaying progress and possible errors. Value Objects are used to store data. (15 Points)	Any external content is loaded by a dedicated class, however progress and errors are not displayed. Value Objects are used to store data. (10 Points)	External data is not loaded by a dedicated class, and/or Value Objects are not properly implemented. (5 Points)	External data is not successfully loaded, or exhibits unmanaged errors. (0 Points)
Logic Organization (20 points)	The application logic is well organized, demonstrating considerable planning and adherence to OOP design principles. (20 Points)	Application logic is organized, and seems planned out. Organization loosely follows basic OOP principles. (15 Points)	Application logic is poorly organized and doesn't demonstrate any preplanning or design pattern. (10 Points)	Flow of logic is difficult to follow, leading to bugs as well as unnecessary or redundant code. (0 Points)
Code Quality (15 points)	Source Code uses logical naming conventions and is well documented using comments and ASDocs to full effect. No errors or warnings occurring at compile-time or run-time. (15 Points)	Source Code uses logical naming conventions and is documented using comments. No errors or warnings occurring at compile-time or run-time. (10 Points)	Source Code naming conventions are inconsistent. Documentation is sparse, or incomplete. No errors at compile-time or run-time. (5 Points)	Code is lacking documentation. No naming convention has been observed. (0 Points)
Deployment Page (10 points)	Deployment page passes W3C validation for both HTML and CSS. Semantic markup demonstrates a clear separation of content and presentation. (10 Points)	Deployment page passes W3C validation for HTML and CSS with no errors. An attempt was made to separate content and presentation. (7 Points)	Deployment Page has errors, and demonstrates little separation between content and presentation. (5 Points)	Deployment Page contains errors, or is poorly organized. (0 Points)
Craftsmanship (15 points)	All elements are fully functioning. (15 Points)	All major elements are functioning. No more than 2 nonessential items are missing or broken. (10 Points)	One major functional element is missing or nonfunctioning, or several nonessential items appear to be missing or broken. (5 Points)	Elements are broken or missing functionality. (0 Points)