

Recipe Webpage Grading Form for: _____

Process Work - Evaluation Rubric

Category				Score
Recipe design research (week 3)				
Research components, design and layout of recipes from print sources. Research and select recipe for web page.	(10...8)	(7...5)	(4...0)	/10
HTML Markup of recipe (week 4)				
Create basic HTML structure for webpage and markup text of selected recipe.	(10...8)	(7...5)	(4...0)	/10
Images for recipe webpage (week 5)				
Images were created (photographed, illustrated, painted, etc.), digitized, edited and saved in an appropriate web-friendly format.	(10...8)	(7...5)	(4...0)	/10
Process Work - TOTAL				/30

Design - Evaluation Rubric

Category				Score
Hierarchical organization of content and layout / Readability				
Does the webpage exemplify effective structuring and formatting of text to differentiate headings, content and recipe components?				
Are all font sizes and weights appropriate and legible? Is the page easy to scan/read?	(20...16)	(15...11)	(10...0)	/20
If text is set against a background color or image, is there enough contrast to maintain legibility?				
Does the webpage use white space effectively to visually organize and create hierarchy?	(20...16)	(15...11)	(10...0)	/20
Example: Whitespace is effectively employed to separate recipe components and to connect headings to content?				
				/40
Visual style				
Does the webpage present a unified visual style?				
Do the color scheme, font choice and imagery complement each other and are they appropriate for the content and context?	(15...10)	(9...5)	(4...0)	/15
Does the webpage effectively apply the principles of design as outlined in the rationale?	(15...10)	(9...5)	(4...0)	/15
				/30

Imagery, Iconography, Texture				
Do the images support the design intent described in the rationale – including appropriate use of texture, iconography and imagery?	(20...15)	(14...10)	(9...0)	/20
Are the background images complimentary to the design? Or, do they interfere with the legibility of the text?	(10...8)	(7...5)	(4...0)	/10
				/30
Design - SUBTOTAL				/100
Design - TOTAL				/50

Recipe Webpage - Technical Evaluation Rubric

Category				Score
Recipe				
Is the recipe complete? Does it include all of the required recipe components? Does it include additional optional components?	(5...4)	(3...2)	(1...0)	/5
Are there correct citations for any copyrighted content that requires attribution?	(5...4)	(3...2)	(1...0)	/5
If recipe content is original, is there a mailto link to the author?				
				/10
HTML				
Is HTML coded using best practices (incl. no deprecated tags)?				
Does the webpage validate against W3C's Markup Validation Service (using HTML5 specification) without errors?	(15...10)	(9...5)	(4...0)	/15
Has source formatting been applied and is code properly indented - no extra white-space characters?				
Hierarchy:				
Has the content been structured using semantic markup (including using correct list type and heading tags)?	(10...8)	(7...5)	(4...0)	/10
If page length merits it, in-page navigation link(s) are used.	(5...4)	(3...2)	(1...0)	/5
Are the anchors appropriately named and do they function properly?				
				/30
CSS				
Is there a valid externally linked style sheet?	(10...8)	(7...5)	(4...0)	/10
Are there no extraneous selectors or deprecated properties used?				
Has source formatting been applied? Is the code properly indented with no extra white space characters?	(10...8)	(7...5)	(4...0)	/10
Does the CSS validate without errors using W3C Markup Validation Service (using CSS3 specification)?				
				/20

Fonts				
Are font families defined with a font stack (list of fonts)?				
Is there a properly linked Google web font used at least once in the webpage?	(5...4)	(3...2)	(1...0)	/5
Does the Google font suit the visual style of the page?				
				/5
Images				
Is there a minimum of 2 images (1 background, 1 in content) in the webpage?				
Are the tags written properly and not nested in an inappropriate place in the HTML? Are the images stretched or squished?	(5...4)	(3...2)	(1...0)	/5
Are the images saved in an appropriate format for web?				
Do the image files have an appropriate file size for the web?	(5...4)	(3...2)	(1...0)	/5
The quality of the images is appropriate for the web.				
Is the alternative description attribute used correctly?	(5...4)	(3...2)	(1...0)	/5
				/15
Files				
Are relative paths used to reference files in all links (images, anchors, external links, CSS, etc.)?	(5...4)	(3...2)	(1...0)	/5
Is the folder structure logical? Are CSS style sheets and images located in separate and appropriately named folders? (Ex: "styles" and "images")	(5...4)	(3...2)	(1...0)	/5
				/10
Metadata				
Are <meta> elements used to define "keywords", "description" and "author"?				
Are the attributes well defined and do they appropriately reflect the content?	(5...4)	(3...2)	(1...0)	/5
Is the title of the webpage defined and descriptive?				
Have the custom meta elements defined by the instructor been included in the web page?	(5...4)	(3...2)	(1...0)	/5
The required meta elements include: recipe category, ingredients and preparation time.				
				/10
SUBTOTAL				/100
Technical Evaluation - TOTAL				/30

Process Work	<i>/30</i>
Rationale	<i>/10</i>
Design Evaluation	<i>/50</i>
Technical Evaluation	<i>/30</i>
Bonus: CSS Class names are named semantically (and appropriately) (up to +5)	
Subtotal	<i>/120</i>
Assignment #1 Grade	<i>/25</i>