Peer Review Checklist – Phase I

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| --- | --- |
| Website URL: https://broadwellart.com/ | Website Developer: Rachael Broadwell |
| Evaluator: J. Adam Saenzpardo | Final Score: 97/100 |

For each item, you will score it based on the following 4-point scale.

**4** – **Advanced** – Indicates an advanced level of achievement.

**3** – **Proficient** – Indicates a strong level of achievement with very small errors and/or mostly, but not fully developed.

**2** – **Progressing** – Indicates a moderate level of achievement with few errors and/or site is developed but could benefit from more work.

**1** – **Beginning** – Indicates an initial level of achievement with many errors and/or site is underdeveloped.

**0** – **No Evidence** – Indicates that there was no evidence that it was completed.

**Constructive Feedback** – When assessing a website and its effectiveness, you should use your discretion and subjectivity. Please be constructive when providing feedback. The goal is for everyone to learn from the feedback and ultimately create a better website.

# Branding

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| --- | --- | --- |
|  | Score | Branding Comments |
| Website purpose is clear. | 4 | Purpose is clear and to the point with an emphasis on simplicity. |
| Visual appeal is strong. | 4 | Layout is easy to follow, and page personalization is evident with artistic emphasis. |
| Personal branding is appropriate. | 4 | Nailed it. |
| Color scheme is effective. | 4 | Looks good, but div#shop and #learn need something added. Maybe a transition effect or different colors on the headings. |
| Home page has professional content. | 4 | Very professional and Instagram page is appropriate. |
| Total Possible Points 20 | 20 |  |

# Navigation

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| --- | --- | --- |
|  | Score | Navigation Comments |
| Page navigation makes sense. | 4 | Easy to follow. |
| Menu links are effective. | 4 | Links are descriptive with none broken. |
| Internal links are meaningful. | 4 | Follow page layout and are easily understood. |
| External links are meaningful. | 4 | It is understood where the link will be taking you and external links open in a new tab. |
| Site uses pills, tabs or other modern navigation style. | 4 | Transparent background on pills used in carousel is a nice touch. |
| Total Possible Points 20 | 20 |  |

# CSS Framework

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| --- | --- | --- |
|  | Score | CSS Framework Comments |
| Bootstrap or CSS Framework is being used. | 4 | Bootstrapped |
| At least 3 framework items are being used. | 4 | Carousel, buttons, jumbotron, containers are present along with others. |
| Layout is modern and easy to navigate. | 4 | Clear structure and follows as it should. |
| Site uses the grid layout for content. | 4 | Yes |
| Site uses a responsive design layout. | 4 | Functional and collapses at 769px and again near 575px making suitable views for desktop, tablet and mobile devices. |
| Total Possible Points 20 | 20 |  |

# HTML5

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| --- | --- | --- |
|  | Score | HTML5 Comments |
| HTML code is easy to read. | 4 | Div’s are clearly segregated and follow best practices. Head, body, nav, etc are appropriately placed. |
| All page content displays professionally. | 4 | Looks great |
| Content uses appropriate HTML5 elements. | 4 | Elements are appropriate for purpose |
| Site conforms to accessibility standards. | 2 | Non-conforming – content with images not labeled, links not labeled and other text and contrasting issues. My wife has a blind nephew so I’m forced to be extra picky here. |
| All pages pass HTML validation. | 3 | No image elements have an “alt” attribute  Line 197 “email” attribute not allowed in “div” tag. |
| Total Possible Points 20 | 17 |  |

# Professional

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| --- | --- | --- |
|  | Score | Professional Comments |
| Site projects a strong knowledge of Web Development. | 4 | The author segregated the page into appropriate sections and the code is easy to maintain and update. Author knows what they’re doing. |
| Site design tells the consumer that the author knows how to design sites. | 4 | It’s clear the author is capable of creating content and manipulating frameworks to suit the needs of front-end development. |
| Site images are supportive. | 4 | It’s a site displaying a personal portfolio of web development capability and the authors personal artistic abilities. Win-win. |
| Site does not violate copyright standards. | 4 | To my knowledge all work appears to be from the author. |
| How would a potential employer rank this site. | 4 | It would either be assumed the author is competent, or the owner paid to have the site created. |
| Total Possible Points 20 | 20 |  |

**Overall Site Score 97/100**

**Additional Feedback:** It’s clear the author is capable of web design and the author’s artistic abilities and eye for detail are apparent.

I might suggest adding something between the “Instagram/Artwork for Sale/Learn to paint” areas. Something that would draw attention to your eye on the information that’s important. Or even simply adding a colored shadow to the headings might create this effect.