

Project 2: Final Project Proposal

Course: CMST 385 7380 Principles of Web Design and Technology I (2258)

Criteria	Excellent (Wow)	Very Good (But not Perfect)	Good (Could be Better)	Unsatisfactory (Needs Work)	Off the Mark (Something Went Wrong)	Criterion Score
Project Concept	25 points Clear, detailed description with all objectives, goals, audience, and features fully articulated.	21 points Clear description with most objectives, goals, audience, and features explained.	17.5 points Description provided with some objectives, goals, audience, or features missing.	13.5 points Incomplete description with significant details missing.	0 points Vague or no description provided.	/ 25
Site Map	50 points Detailed site map showing clear organization, all required pages, and thoughtful navigation.	42.5 points Site map includes required pages with clear organization and navigation.	35 points Site map includes most required pages, organization is generally clear.	27.5 points Site map is incomplete, lacks clarity in organization or navigation.	0 points No site map provided, or it is incoherent.	/ 50
Wireframe	50 points Well-designed wireframe with detailed homepage layout, header, navigation, and content areas.	42.5 points Clear wireframe with a complete homepage layout, header, navigation, and content areas.	35 points Wireframe includes most key elements; some minor details missing.	27.5 points Wireframe is incomplete, lacks key elements or clarity.	0 points No wireframe provided or is unclear and incomplete.	/ 50
Project Resources Identify at least one resource that would help complete your final project.	25 points Resources are highly relevant, well-explained, and clearly tied to project goals.	21 points Resources are relevant and well-explained.	17.5 points Resources are somewhat relevant; explanation is adequate.	13.5 points Resources lack relevance or are poorly explained.	0 points No resources identified or irrelevant.	/ 25
HTML Tags	75 points All required HTML tags are correctly used, well-integrated, and enhance the visual design.	64 points Most required HTML tags are correctly used and well-integrated.	53 points Some required HTML tags are used correctly; minor errors in syntax or integration.	42 points Several HTML tags are missing or incorrectly used; impact on design.	0 points Most or all HTML tags are missing or incorrect.	/ 75

Criteria	Excellent (Wow)	Very Good (But not Perfect)	Good (Could be Better)	Unsatisfactory (Needs Work)	Off the Mark (Something Went Wrong)	Criterion Score
Submission Requirements Final Project Proposal in a zip file. Upload the Final Project Proposal to ALOFT. Provide the URL to the proposal. Project Reflection	25 points Submits all of the required files. Link to the page on ALOFT is functional.	21 points Submits at least two of the required submission requirements. Link to the page on ALOFT is functional.	17.5 points Submits at least one of the required submission requirements. Link to the page on ALOFT is functional.	13.5 points Submits at least one of the required submission requirements. Link to the page on ALOFT is not functional.	0 points Does not submit the project OR is missing the project submission requirements. Link to the page on ALOFT is not functional.	/ 25

Total	/ 250
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Overall Score

Excellent (Wow)
225 points minimum

Very Good (But not Perfect)
200 points minimum

Good (Could be Better)
175 points minimum

Unsatisfactory (Needs Work)
150 points minimum

Off the Mark (Something Went Wrong)
0 points minimum