**Web Design 1**

**Week 5 – Micro Project Part 2**

Your assignment this week is to code the site that you wireframed last week. Since this project focuses on only 1 desktop page and 1 mobile conversion, I’ll be focusing much more heavily on the aesthetics and functionality when I grade. Do the following:

* Produce a fully developed, 1 page site that works well on both desktop and mobile
* The site should have fully realized graphics and text. No placeholders.
* Incorporate good SEO techniques.
  + Name pictures in long form with robust alt tags
  + Good descriptive headings (h1 and h2 tags).
* Use clean aesthetics. I’ll be grading on look and feel as well as coding functionality.

**Rubric for project:**

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| --- | --- |
| Criteria | Percent of grade |
| Good usage of color | 10 |
| Text and pics and page elements have a good proportion of negative space surrounding them | 30 |
| Pictures are named correctly with alt tags | 10 |
| Pictures are placed with width % and not pixels | 10 |
| Page has clean mobile conversions | 30 |
| Page reduces material appropriate to mobile | 10 |
| **Percent total for assignment:** | **100%** |