



Tuesday & Thursday - 3:30pm-4:45pm - BH 310

Website Project Proposal

Proposal Requirements: 20 pts. total

1 pt. Project Site Title:

1 pt. Client:

2 pts. Goal:

1. Explain what the idea.
2. What will your site do and in what way provides a service or solves a problem.

2pts. Audience

1. Describe the customer base (who your users/audience will be)
2. Describe a visitor using your site (persona, journey map)

2 pts.

1. Describe your project road map
2. How far along is the idea development

2 pts. Site Map:

1. Home
2. Design
3. _____ (page of your choice)
4. _____ (page of your choice)

1 pt. Inspiration Site:

Screenshot of 1 or 2 websites to use as design inspiration - [Templated.co](#) for example

1 pt. Color Combination

3-5 colors: screenshot from [Adobe Color](#) to show your planned color palette

8 pts. Wireframe & Mockup:

Use Balsamiq to create a simple sketch of the layout for your site to communicate the idea.



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Website Project Rubric

Elements	/Points	Comments
HTML + CSS - 4 .html files - css is applied - includes home (index.html), design, and 2 additional pages	/30	
LAYOUT - Consistent nav on each page - Includes: header, body & footer	/10	
NAVIGATION - Easy and clear to use - Functional on all pages - Hover effect shows links	/10	
IMAGES - 2+ per page (except home page may have 1) - Images load quickly and have good resolution (saved at the right size and proportion)	/10	
CONTENT - No grammatical or spelling errors - Appropriate - Sufficient information <i>2 paragraphs per page is a good guide - some pages (like photo galleries) may need less text.</i>	/10	
DESIGN PRINCIPLES • Color Combination • Proximity • Repetition • Contrast • Alignment • Typography	/20	
CREATIVITY + PROBLEM SOLVING Went beyond the requirements to extend the learning experience	/10	
TOTAL	100	