

COMM 2100 | Introduction to Visual Communication

Website Design Final Project Rubric

The following rubric will be used to evaluate your website design projects.

Website goals were received and complete.

_____ YES _____ NO

1. CONTENT

The site has a **well-stated** clear purpose and theme that is carried out throughout the site. Content is engaging, simple (complete & efficient) and easy to understand. Information on the site is presented clearly, consistently, and logically.

The website designer has made an exceptional attempt to make the content of the this web site interesting to the people for whom it is intended. = 4 pts

The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.

The website designer has attempted to make the content of the site interesting to people whom it is intended. = 3 pts.

The purpose and theme of the site is somewhat vague.

The designer has put lots of information in the website but there is little evidence that the designer tried to present information in an organized and interesting way to people whom it is intended. = 2 pts.

The site lacks a purpose and theme. The website designer has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g. has only provided a list of links to the content of others). = 1 pt.

Content Score =

2. SITE STRUCTURE & PAGE LAYOUT

The website has an exceptionally attractive and usable layout. The site clearly demonstrates design principles discussed in class. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. Background, text format, and color usage are carefully chosen to produce a consistent layout for all pages. = 4 pts

The web site has an attractive and usable layout. It is easy to locate all important elements. Background, text format, and color usage are somewhat consistent with little inappropriate variation. = 3 pts.

The web site has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. Background, text format, and color usage are randomly chosen with few consistent elements throughout the site. = 2 pts.

The web site is cluttered looking or confusing. It is often difficult to locate important elements. Background, text format, and color usage are randomly chosen. Pages appear unrelated throughout the site. = 1 pt.

Site Structure & Page Layout Score =

3. USER EXPERIENCE & NAVIGATION

Links for navigation are clearly labeled, consistently placed, allow the user to easily move from a page to related pages (forward and back), and links take the user where s/he expects to go.

Content is presented in a clear manner that is easy to follow. Users can get around the website with ease. There are no blind links. = 4 pts

Links for navigation are clearly labeled, allow the user to easily move from a page to related pages (forward and back), and links take the user where s/he expects to go.

Content is presented in a clear manner that is easy to follow, but navigation is difficult and not intuitive. = 3 pts

Links for navigation take the user where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.

Content is somewhat confusing, difficult to follow and navigate. There is too much textual information. = 2 pts.

Some links do not take the user to sites described. A user typically feels confused and lost.

Content is extremely confusing and difficult to follow and navigate. Use of site is not intuitive. = 1 pt.

User Experience & Navigation Score =

4. GRAPHICS

Designer did an excellent job of incorporating a variety of graphic elements, including originally created and embedded content. Graphics are related to the theme/purpose of the site, are thoughtfully selected and cropped, are of high quality and enhance user experience, engagement, and understanding. = 4 pts

Designer did an adequate job of incorporating some graphic elements, including some originally created and embedded content. Graphics are related to the theme/purpose of the site, are of good quality and enhance user experience, engagement, and understanding = 3 pts.

Designer did not make an effort to incorporate a variety of graphic elements and did not include originally created and embedded content. Graphics are related to the theme/purpose of the site and are of adequate quality. = 2 pts.

Designer did not make an effort to incorporate a variety of graphic elements and did not include originally created and embedded content. Graphics seem randomly chosen, are of low quality, or distract the reader. = 1 pt.

Graphics Score =

5. FONTS

The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles is used consistently and improves readability. = 4 pts

The fonts are consistent, easy to read and point size varies appropriately for headings and text. = 3 pts.

The fonts are consistent and point size varies appropriately for headings and text. = 2 pts.

A wide variety of fonts, styles, and point sizes are used. = 1 pt.

Fonts Score =

6. COLOR

Color is appropriately used to produce a design that expresses the character of the website. Color choices successfully communicate and add emotional impact. Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages. = 4 pts

Color is used somewhat appropriately to produce a design that expresses the character of the website, communicates, and adds emotional impact. Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages. = 3 pts.

Little thought went into the choice of colors. Colors do not match the character of the website and do little to communicate and make an emotional impact. Color of background, fonts, unvisited and visited links do not detract from the content. = 2 pts.

Little thought went into the choice of colors. Choice of colors and combinations detract from communication and emotional impact. Color of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader. = 1 pt.

Color Score =

7. SPELLING & GRAMMAR

There are no errors in spelling, punctuation or grammar in the website. = 4 pts

There are 1-3 errors in spelling, punctuation or grammar in the website. = 3 pts.

There are 4-5 errors in spelling, punctuation or grammar in the website. = 2 pts.

There are more than 5 errors in spelling, punctuation or grammar in the website. = 1 pt.

Spelling & Grammar Score =

8. COPYRIGHT

Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state “permission is required” unless permission has indeed been obtained. = 4 pts

Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from websites that state “permission is required” unless permission has indeed been obtained. = 3 pts.

Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from websites that state “permission is required” unless permission has indeed been obtained. = 2 pts.

Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission. = 1 pt.

Copyright Score =

9. OVERALL CRAFTSMANSHIP, SKILL & CONSISTENCY

Project is creatively and patiently done; demonstrates excellent craftsmanship evident in all project details. Consistent and creative execution throughout the project. = 4 pts

Project is creative but lacks finishing touches; some inconsistent execution evident in project details; good skill and craftsmanship demonstrated. = 3 pts.

Project showed average craftsmanship; adequate skill; a bit careless; clearly inconsistent execution evident in project details. = 2 pts.

Project showed poor craftsmanship; clear evidence of little to no effort, or lack of understanding; all or most project details unfinished or unrefined. = 1 pt.

**Overall Craftsmanship,
Skill & Consistency
Score =**

TOTAL SCORE = _____ out of a possible 36 points

COMMENTS: