Web Design Final Project Rubric

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| Objectives | Exemplary (5-6pts) | Proficient (2-4pts) | Incomplete (0-1pt) | POINTS |
| Content | Content is clear and relates directly to the business. Information is accurate and useful. Content both informs and promotes the business. | Some content is clear and relates to the business. Some information is useful. Content somewhat informs and promotes the business. | Content is unclear and does not relate to the business. Information is incomplete or not correct. Content does not inform or promote the business. |  |
| Design | The page design is visually pleasing, supports the page content, and is appropriate for intended audience. | Page design is visually pleasing, although may not be entirely appropriate to the content or its intended audience.  | Page design is not entirely appropriate to the content or its intended audience. |  |
| Images | At least one well-designed and effective image is present. | At least one image is present. | Image is missing. |  |
| Layout | Page has an effective uncluttered layout. The text and graphics are also effectively placed. | Layout is largely effective, although there may be some occasional problems with clarity or placement of elements. | Page layout is ineffective and cluttered. |  |
| Text | Text is well-written and presented effectively, using readable fonts and text design without major mechanical errors. | Text on page is readable and reasonably well written, although there may be minor mechanical errors. | Text on page has a problem with either style or mechanics or both. |  |
| HTML | The HTML code is clean, without misused tags. | The code is largely clean although there may be a few questionable tags. | The code has several problems including incorrect or unnecessary tags. |  |
|  TOTAL POINTS |  /36 |

Comments: