Grading Criteria

**Procedure:**
Determine and write:

**Audience:**
organization
repetition
graphs

**Goals:**
writing
alignment
photography

**Description:**
depth
proximity
rule of thirds
color palette

**Flowchart:**
graphics
rule of thirds
navigation

**Story board:**
images
whitespace

*Since content drives design, there should be a direct parallel between what you list above and the organization and look/feel of your site.*

**Content:**

*Basic+: 2.5*
integrated
words and images

*Basic: 2.0*
words
image

*Intermediate: 3.0*
integrated
words and images
quality writing
for the web
logocal breakouts

*Advanced 3.5*
indepth coverage
quality of content

*Excellent 4.0*
efficiency of
coverage
excellent content
integrated elements

**Design elements:**

*Basic+: 2.5*
photos
live text
links
formatted page*

*Basic: 2.0*
photo
live text
link

*Intermediate: 3.0*
photos
live text
links
formatted page*
color palette
graphic text

*Advanced: 3.5*
photos
live text
links
formatted page*
color palette
graphic text
graphic treatment**

*Excellent: 4.0*
photos
live text
links
formatted page*
color palette
graphic text
graphic treatment**
integrated elements***

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*formatted page: Make a conscious decisions to place elements on the page so that they are dynamically balanced. Use appropriate line lengths. Use white space.

**graphic treatment: drop shadow, transparent gif, rollovers, displaced rollovers, image map (use at least 2)

***integrated elements: Make all elements work well together. Pay attention to the design principals above. “Less is more.”*