

Final Website Deliverables:

Your final website should include the following:

- 1) working links between each page on your website
- 2) correct spelling and grammar (proof your work before you submit)
- 3) an **attractive, consistent** visual aesthetic that shows off your work in the best possible light
- 4) an embedded video
- 5) an external CSS file that contains all your CSS mark-up
- 6) div tags that clearly mark the header, footer, and content portions of your site
- 7) clear folder and file organization with lower-case names (no spaces). Use descriptive file names for all your images.

You should have the following pages at **minimum**:

- * the main page of your site (artistic statement, or intro) (called **index.html**)
- * your resume (properly formatted)
- * your portfolio (a general overview of your portfolio) with sub-sections for:
 - * your fine arts work
 - * your 2d work
 - * your 3d work
- * at least one video file uploaded using the video encoding techniques we covered in class.

Upon completion of your site:

1. Upload your site to the server and send me a link to your website.
2. Place your website in your **Firstname_lastname** folder in the **Class_11_due** folder in my drop-off box.
3. Be prepared to discuss your website and your design decisions on Week 11.

Total Possible Points: 100

The grading rubric is on the next page:

	Excellent (4)	Good (3)	Average (2)	Poor
Graphics 20 points	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, and are of good quality. There may be a few broken images.	Graphics seem randomly chosen, are of low quality, OR distract the reader. Many images are broken.
Background 20 points	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Color Choices 20 points	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Layout 20 points	The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.
Fonts 20 points	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.
Technical Specs followed 20 points	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.

Spelling 20 points	There are either no spelling or grammatical errors, but there may be one or two very minor spelling and/or grammatical errors in the entire site.	There are a few spelling and/or grammatical errors in the entire site.	There are several spelling and/or grammatical errors in the entire site.	There are maybe many spelling and/or grammatical errors in the entire site.
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Please note: Zeros are recorded for projects not turned in.

Total Points Earned: /140