

“Restaurant Revamp” Project Technical Specifications

ITEMS to incorporate into your website:

- 1. Consistent, attractive navigation menus on all three pages that allows the user to visit each page with consistent branding of the restaurant on all three pages.**
- 2. Add a <title> tag for each of your pages with a simple and descriptive bit of text for each.**
- 3. Use CSS elements to give your fonts a consistent look throughout the site.**
- 4. All images should be less than 150K in size.**
- 5. Clearly organize and NAME your images for each page into separate subfolders within your images folder. (index, menu, directions, etc.)**
- 6. Watch your tags. Make sure all elements that require a closed element have one.**
- 7. Proof your website for spelling and grammatical mistakes.**
- 8. All HTML files should be ALL lowercase filenames.**
- 9. Put your website into a folder called lastname_website in your folder within my drop off box**
- 10. UPLOAD ALL YOUR FILES TO YOUR WEBSITE FOLDER in the Art Institute of Tampa Intranet section**
- 11. Send me an e-mail (krishna.at.ait@gmail.com) with the URL of your website.**

	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.

Please note: Zeros are recorded for projects not turned in.

Total Points Earned: /140