

## General Website Design Evaluation Guide

The following basic rubric will be used to evaluate your websites. All criteria will be evaluated against a basic level of achievement. Your first website, for example, will not be evaluated as severely as your second. This rubric is derived from a fairly standard set of measurements for the quality of a website:

### Form

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- **Effective Interface Design:**  
Each of the pages contains an interface which is both functional and appropriately oriented to its intended audience.
- **Aesthetically Appealing**  
Graphics are quickly downloaded and relevant. Copy is easy to read through appropriate use of typographic principles. The site contains attractive and creative use of graphical forms and multi-media content.
- **Aesthetically Engaging**  
Using the course's discussion of interaction design, the design clearly seeks to engage an audience through the use of aesthetic attributes or the organization of information.

### Function

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#### Basic Function

- All stated function work, including all links, provided interactive elements and normally supported properties of a webpage (e.g. the browser's back button works as expected)
- **Usability function**  
Pages download quickly, the site degrades appropriately, and the site is usable for the widest appropriate audience of demographics and technographics

### Content

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- **Content Function**  
Information is accurate and complete.
- **Content Meaning**  
The site conveys information that is useful, usefully organized and worthwhile. It reads well and contains minimal copywriting errors.
- **Content Accessibility**  
The content is made generally easy to collect and review based on defined audience characteristics. Important information is not buried in a way that makes it either difficult to acquire by current search engines or difficult to read in popular web devices (e.g. iPhone, Blackberry, Netbooks, etc). The site is not restrictive to significant portions of the potential audience (e.g. people with disabilities, people with technographic limitations, etc)

