

Instructor: Lindsay Grace

Grading Checklist for Miami University IMS222 Final Project Websites. Bold items are additions to Midterm checklist.

**Interaction Design:**

- Useful to its stated audience
- Contains a logical and appropriate navigation scheme
- Solves a clear problem
- Demonstrates thoughtful interaction design – combining standard solutions with logical derivations from standards when appropriate**

**Information Design:**

- Provides information at the appropriate level of detail
- Expected information provided for the scale of the site (e.g. address present for a business, contact information for a portfolio site, etc)
- Provides information appropriate to its scale and useful to its stated audience
- Information navigated easily and clearly** (as indicated by audience need and information design)
- Image titles are completed for most images and contain useful information** (I'll allow you some missed title attributes)

**Content Design:**

- Original Copy (text) – although text can be adapted from other sources, you are not allowed to copy and paste text without proper citation (just like a paper)
- Fewer than **6 typos**, spelling or grammar errors on site (no typos in navigation, headers, or large fields of text)
- Contains a variety of links, offering multiple ways to navigate information or avoids single path navigation (except where appropriate)
- Content is appropriate to the length of project (e.g. 5 week project has at least 3 weeks worth of copy, images, etc – for a 10 page website, and min average of 2-3 paragraphs of text depending on site type)**

**Visual Design:**

- Uses original art/photography (or uses stock art properly credited and integrated seamlessly into the final design and source is credited clearly/usefully)
- Abides by appropriate aesthetic considerations (e.g. visual elements are harmonious, or in the case that discordance is pursued, the discordance is clearly intentional)
- Appeal to its intended audience (or at least seem to be appropriate to the general understanding of the audience's aesthetic preference)
- Demonstrates complete, consistent design (e.g. navigation does not change locations between pages, use of color and key imagery is persistent through site)
- Distinct design (site is clearly not wholly derived from Dreamweaver template nor is it so bland as to fail to have a "flavor" of its own)**
- Used Photoshop or other image editing tool to refine images to make them appropriate to the site (this includes reducing image sizes, changing colors to match site, clipping images, etc)**

**Technical Design:**

- Employs a variety of HTML elements (10 or more)
- Employs a variety of CSS elements (**10 or more**)
- Uses at least **10 image elements**

- Lacks any dead links (links that'd don't work when clicked)
- Assigns appropriate title attribute values to all images
- Lacks any path errors – all resources are linked properly and show when moving site between computers
- Page titles are appropriately completed (e.g. no “untitled documents”)
- Site is appropriately composed of a combination of HTML and images (e.g. page is not just one big image)
- Site is generated by student (site is not generated primarily through Photoshop slices)
- Uses JavaScript or real time interactivity (including AJAX, DHTML, etc)**
- Application of JavaScript is appropriate (i.e. JavaScript is not inserted gratuitously)**
- Uses Flash or movie, sound files appropriately (e.g. image gallery, navigation system, demonstration video, etc)**
- Appropriate use of a combination of internal and external CSS files**

#### Assignment Basics:

- Site is uploaded to the web and works properly when viewed (you may use your Netdisk space or any other online, ad-free web space you may have)**
- Complete website burned to a CD (labeled with permanent marker with student's name and project name printed clearly - you do need to do this in addition to an uploaded site)
- Have at least **10 pages** with an equal amount of information or use for each page (no excess pages simply to meet
- Requirements, nor awkwardly fragmented info to meet minimum)
- Completed on time (no late assignments accepted)
  
- Complete presentation (e.g. ready to demonstrate the site at the start of the class)

#### Additional Credit will be given for:

- Appropriate use of animation
- Website in excess of **20 pages**, where content is appropriate and complete
- Professional looking website
- Clever, new or surprising solution to an old problem in interaction, information, content or visual design

**Please not that you are not allowed to use downloadable Dreamweaver templates or to rely on other designers to create your final project. All designs must be original.**

#### Tips for citing resources for images:

**Much like a bibliography or works cited, you are trying to give credit where credit is due. You should provide as much useful information as you can. Here are some examples of useful ways to credit:**

- **“Photograph by Sarah Smith” (placed directly below image with link to Sarah Smith's work)**
- **Photo Credits webpage (like a bibliography – with a link to each image)**
- **Linked credit at the bottom of a block of copy (e.g. this description is taken from ...)**