

**Interaction Design:**

- Useful to its stated audience
- Contains a logical and appropriate navigation scheme
- Solves a clear problem

**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

**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 2-3 typos, spelling or grammar errors on site
- Contains a variety of links, offering multiple ways to navigate information or avoids single path navigation (except where appropriate)

**Visual Design:**

- Uses original art/photography (or uses stock art properly credited and integrated seamlessly into the final design)
- 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)

**Technical Design:**

- Employs a variety of HTML elements (10 or more)
- Employs a variety of CSS elements (10 or more)
- Uses at least 5 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 or auto-generators)
- Uses JavaScript, Java, Flash or other real-time client side interaction technology appropriately**
- Appropriate use of "mouseover" or other demonstrated real-time interactions**

**Assignment Basics:**

- 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 website burned to a CD (labeled with permanent marker with student's name and project name printed clearly on the CD label)
- 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
- Appropriate use of external CSS files
- Website in excess of **15 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
- Site is ready for internet, the quality of the design and implementation are on par with the top 50% of comparable sites orbiting the topic