

# Rubric MM3333 Web Design for Graphic Designers Winter 2011

This is an explanation and layout of scoring for your MM3333 class, **Web Design for Graphic Designers**. Please use this as a guide to the instructor's grading procedures. Any questions should be addressed immediately either in class or via email, [skaitner@aii.edu](mailto:skaitner@aii.edu). Points are dependent on students submitting assignments when due. Points are deducted for late work if accepted. Students should check their online classroom standing for points awarded at <http://casabasa.com>

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		Possible point total	Grading
week 1:	Attendance	10	Professional Conduct
	Purchase book	5	Professional Conduct
	In-class activities	10	Professional Conduct
week 2:	Create blog	1	Assignments
	Sketch 2 interfaces	2	Assignments
	Target audience	1	Assignments
	Flowchart pages	1	Assignments
week 3:	Design documents - cite 2 sources	2	Assignments
	proper MLA formatting	1	Assignments
	spelling/grammar	2	Assignments
week 4:	Externally linked CSS	5	Assignments
	1 point site url, 4 points met css requirements (container, a:link, a:visited, a:hover, a:active (in that order!), content, nav, header, footer (unless using html5), p, h1, h2, h3)		
week 5:	wireframe	2	Assignments
	asset list	3	Assignments
week 6:	Content	5	Assignments
	Points deducted for misspellings and grammar errors. Please write all content and list in hierarchial format.		
week 7:	Landing page	5	Assignments
	url, date last revised, no spelling or grammar errors, clear branding, working links, and encourages "click-throughs"		
week 8	Photoshop graphic tutorial	5	Assignments
week 9	Meta data added to head tag (2 points), clear semantic markup (3 points) posted to blog.	5	Assignments
week 10	External critiques	5	Assignments
Final Exam	15 questions based on lectures and readings	15	Examinations/Projects
Final Project	15 points total (see portfolio rubric below)	15	Examinations/Projects

3 points	2 points	1 point
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Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Compatibility	This Web site has been tested and shown to work on both Macs and PCs and works in relatively current versions of Safari, Firefox AND Explorer.	This Web site has been tested and shown to work in relatively current versions of Safari, Firefox AND Explorer on a Mac OR a PC.	This Web site has been tested and shown to work on both Macs and PCs but supports only one browser.
Layout	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.
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site. Accessibility is considered, with alt and title tags applied to images and links.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it. Accessibility is considered, with alt and title tags applied to most images and links.	The purpose and theme of the site is somewhat muddy or vague. Content is presented sloppily or without consistent consideration of user.