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| **RUBRIC - The Design Website: Weebly** | | |
| **Criteria** | **Mark** | **Feedback** |
| Prototype and Planning   * Communication variables have been clearly identified and well-defined * Design elements (including colour, line, spacing, shape, size, typography, etc.) have been identified * Content (information, media) has been brainstormed and organized into categories, which will eventually make up your website’s pages * An organizational and navigational plan has been drawn out in the form of a map, following 3-tier structure * Layout (according to the CRAP Design Principles) has been identified * Ratings (of other sites based on the criteria above) have been completed | 0-5 |  |
| Content and Information   * Website includes between 5-10 pages * Media (images, videos, audio, etc.) is well-suited to the website’s communication variables * Information (text, articles, documents) is well-suited to the website’s communication variables * There is enough content to provide the site’s viewer with a general idea of what the website should be about, as well as what it should look like | 0-5 |  |
| Elements and Principles of Design   * The following elements are functional, consistent, and well-suited to the website’s communication variables: colour, line, shape, balance, texture, spacing/balance, typography, and media * The Principles of design (Contrast, Repetition, Alignment, and Proximity) are well-utilized * The elements and principles of design work together to project a clear, unified central idea * The overall design creates an inviting, captivating, and readable/accessible website | 0-5 |  |
| Organization and Navigation   * Website follows a 3-tier organizational structure (home page – standard/parent pages – child pages) * Navigation bar is well-organized both vertically and horizontally, making it simple for a viewer to find what he/she is looking for based on the location of each page * Each page within the website is well-organized both vertically and horizontally, making it simple for a viewer to find what he/she is looking for within the page * Pages are relatively short, to avoid excessive scrolling * Home page is informative and captivating | 0-5 |  |
| **Overall Mark** | **/20** |  |