

Task 4 Rubric

Following the planning documents and utilizing the ongoing input from the client, develop the pages of the web site for final implementation.

Objective/Criteria	Performance Indicators			
	Seriously Lacking	Needs Improvement	Meets Expectations	Excellent
INSTRUCTOR EVALUATION 60 points				
Required	(2 points)	(5 points)	(8 points)	(15 points) All deliverables submitted.
Presentation	(6 points)	(9 points)	(12 points)	(15 points) Quality and quantity of communication, planning, and reporting was more than expected.
Accuracy & Craftsmanship	(6 points)	(9 points)	(12 points) At least one dysfunctional feature (e.g. broken links), misspellings or failure to keep a consistency throughout the site.	(15 points) Everything works; well organized; all techniques, elements work well together.
Quality of Branding, Design & Typography	(6 points)	(9 points)	(12 points)	(15 points) All documents are professionally produced, complete.
INDUSTRY PROFESSIONAL EVALUATION 25 points				
Usability	(2 points)	(6 points)	(10 points)	(15 points)
Web Standards	(4 points)	(6 points)	(8 points)	(10 points)
PERSONAL EVALUATION 15 points				
Quality of Work	(2 point)	(6 point)	(10 points)	(15 points)
				out of 100 points

Web Site Enhancement

Include / incorporate a feature on your client's web site that goes beyond what is explained in any of the exercises in the textbook.

Objective/Criteria	Performance Indicators			
	Seriously Lacking	Needs Improvement	Meets Expectations	Excellent
Requirements	(4 points)	(8 points)	(12 points)	(15 points) Explanation document professionally produced, complete.
Appropriateness	(2 points)	(3 points)	(4 points)	(5 points) The feature purposefully and meaningfully is incorporated into the page/site.
Functionality	(2 points)	(3 points)	(4 points)	(5 points) It works and it works very nicely.
				out of 25 points

Total points possible _____ / 125