TCO 325
Portfolio Website Grading Rubric

Student: _____

Points (100)		Elements of Review
(15)	Functionality	• All links work as intended • Site displays properly in Netscape and IE • Resolution targeted: 800x600 • Download/display-in-browser time is reasonable
(15)	Interface Design	• Site is based on a grid or columnar framework • Page layout is designed purposely for audience • A portfolio metaphor is used (gallery, thumbnails, etc) • All files are linked via a graphic/thumbnail image • A color family is used
(30)	Design Quality	**Principles of Design – 10 pts** 1. Contrast 2. Balance 3. Proximity 4. Consistency 5. Focus **Content – 10 pts** 1. Name/logo on every page 2. Relevant page titles 3. Headlines used 4. Content is chunked for visual scanning 5. One sentence tagline on at least home page **Screen Design – 10 pts** 1. Top 1/3 of screen used for most important content/contact info 2. Page consistency is clear 3. Virtual center of page used well (above the fold) 4. Icons used are clear metaphors 5. No excessive scrolling
(10)	Text	• All principles of typography applied • Sans serif font is in use • Text color is readable
(10)	Navigation	• Navigation is clear • Navigation elements are labeled • Consistent navigational scheme • Icons used cautiously with a basis in common knowledge

(10)	Graphics	- Graphics are meaningful to purpose, metaphor, and audience - Graphic/image files are small to reduce download time (50-75 kbs) - File formats used are .gifs and .jpg (or other web format) - Graphics/photos are sized correctly - Graphics/photos are clear and undistorted/compressed - No clip art is used
(10)	Grammar, Spelling, and Punctuation	- No spelling errors - No grammatical errors - Word processing mechanics are perfect