

GRADING RUBRIC – PERSONAL SITE CONSTRUCTION

DEN 205 GRAPHIC DESIGN FOR INTERACTIVE MEDIA

	6 points	3 points	0 points
Site Design	Pages exactly match the layout	Pages look similar to layout	Page are very different from layout
Page Consistency	All pages are very consistent and unified	Some difference between pages	Some pages do not look like they fit in with others
Site Setup	Folder setup correct, image folder used	Folder used, but no default image folder	Site folder not used
Home Page	Named correctly as index.html		Named something other than index.html
Pages	Proper number of pages and correct ones assigned	Proper number of pages, but not the correct ones, or some missing	Incorrect number of pages and not the ones assigned
Page Titles	Unique titles for each page using keywords for SEO	Unique titles for each page without proper keywords or titles all the same	No page titles used
CSS File	External CSS file used correctly	CSS file setup but not used on all pages	No CSS file setup
Page Structure	Standard usage and naming of main page elements	Divs setup correctly, but poorly named or non-standard usage of divs	Divs not named correctly and not used in a standard method
Navigation	Setup and styled correctly	Setup, but not styled correctly	No listed used
Links	Anchors used and linking to correct locations and styled correctly	Anchors used, but not linked or styled correctly	No anchors used or not linking correctly and not styled
Alt Tags	Alt tags used on all images using keywords for SEO	Some alt tags used, but not all with poor use of keywords	No alt tags used on pages
Images	Properly sized for web use with no scaling in DW using proper formats	Some images scaled or improper use of formats	Several images scaled and improper use of formats
CSS Usage	Proper and standard CSS methods used	Standard CSS partially methods used	Standard CSS methods not used at all
Tag Usage	Proper use of tags for proper context of text and SEO, including a main H1 in the upper portion of each page using keywords	H1 tags used, but keyword not used effectively or H1 headings not in upper portion of page	H1 tags not used on each page
Template	Dreamweaver template setup and used properly	Template setup, but not used properly	No template used
iframe / Social Media	Both items are properly setup and included on the site	Only one of the items included or both included but not properly setup	Neither item is included
Form	Form would be functional with proper tags used properly and styled correctly	Form would be non-functional with form tags used and styled	Form not used or not setup and styled correctly

TOTAL POINTS _____
102 points possible