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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** |  |