

MMP 240 Final Grading Rubric

Name:

OVERALL GRADE:

Area	Points Possible	Your Score
HTML	5	
HTML and CSS Grid Structure	10	
CSS: General	10	
@font-face fonts used	5	
Linked Sheet	5	
Visual Design: Overall	10	
Visual Design:Typography	5	
Visual Design: Images	5	
Interaction Design	10	
Content: Quality and Attribution	10	
Content: Structural Requirements	10	
Search Functionality	5	
Map or Calendar	5	
Form	5	
Extra Credit: Templates used	up to 5 points EC	
Extra Credit: JavaScript used	up to 5 points EC	
Total	100	0

Overall Grade Calculation

Total is out of 100 possible points

A to A- 100 - 90

B+ to B- 89 - 80

C+ to C- 79 - 70

D+ to D- 69 - 60

F 59 and below

Grading Rubrics by Area

HTML

5	4	3	2	1	0
<p>All of the basic elements (html, head, body etc) are there.</p> <p>The tags are appropriate for the content.</p> <p>Correct syntax is used.</p>	<p>There are some errors with missing elements, inappropriate tags or syntax but these errors do not have a large impact on the design or usability of the site.</p>	<p>There are some errors with missing elements, inappropriate tags or syntax but these errors do not have a large impact on the design or usability of the site.</p> <p>Tables used for layout purposes.</p>	<p>There are some errors with missing elements, inappropriate tags or syntax that have a large impact on the design or usability of the site.</p> <p>Tables used for layout.</p>	<p>There are major errors with missing elements, inappropriate tags and syntax that make it very difficult to understand and use the site.</p> <p>Tables used for layout.</p>	<p>The rules of HTML were either not followed or implemented with so many errors that the site is not usable.</p>

HTML and CSS Grid Structure

10-9	8-7	6-5	4-3	2-1	0
<p>A grid is used with both valid and semantic HTML and CSS applied.</p> <p>Widths defined</p> <p>Gutters defined</p> <p>Content fits inside the grid (intentionally breaking grid for visual effect is OK)</p>	<p>There is a small error with the validity of the HTML/ CSS,</p> <p>the definition of the overall, or column widths, or the gutters</p> <p>or a small issue with padding, margin or borders</p>	<p>Larger errors with the validity, grid definition or content not fitting in the grid cause a noticeable issue with the design</p>	<p>An attempt was made to use a grid but there are major problems preventing the grid from working properly</p>	<p>Minimal attempt at a grid design or grid not applied to all pages and major functional issues with the grid.</p>	<p>No grid was used.</p>

CSS General

10-9	8-7	6-5	4-3	2-1	0
<p>syntax is correct</p> <p>selectors are used appropriately</p> <p>classes and ids named appropriately</p> <p>comments used appropriately</p> <p><i>small syntax errors (leaving out a } or ;), or selector naming errors reduce points.</i></p>	<p>There was an attempt made to use CSS correctly but there are a number of errors with two or more of the following: syntax, selector choice, naming of classes and ids or lack of comments.</p>	<p>There are a number of errors in the syntax, naming or comments that negatively effect the rendering of the page.</p> <p>Some use of one of the following:</p> <p>In-line styles and style tags (like font tag).</p>	<p>There are numerous errors with or missing styles.</p> <p>In-line styles, style tags (like the font tag) were heavily used.</p>	<p>There are numerous errors in most of the selectors or only a small, incomplete amount of CSS was used.</p>	<p>No attempt was made to use CSS for the site.</p>

@font-face used: you can use Google Web Fonts, fonts from Font Squirrel or any other licensed font

5	4	3	2	1	0
<p>@font-face was applied with:</p> <p>correct syntax and a legal font license, backup font-family to at least one of: main title, secondary title, body text.</p>	<p>Small error with:</p> <p>syntax</p> <p>backup font family not used</p>	<p>an attempt was made to use @font-face but an error is preventing it from showing properly</p>	<p>@font-face added but not used</p> <p>or</p> <p>major errors in the @font-face implementation</p>	<p>An attempt was made to use @font-face but</p>	

Linked StyleSheet

5	3	1	0
A single stylesheet is linked to all pages	Made heavy use of in-line and embeded styles.	An attempt was made but neither the linking or the style sheet works plus major use of embedded and in-line styles	No attempt made to use a linked style sheet

Visual Design:Overall

The three objectives listed in the 10-9 area are taken from *The Principles of Beautiful Web Design* by Jason Beard. An excerpt can be found here: <http://www.sitepoint.com/article/principles-beautiful-web-design> .

10-9	8-7	6-5	4-3	2-1	0
<p>The design looks good but also focuses attention to content.</p> <p>Users can recognize each page belongs to the same site.</p> <p>Users can easily distinguish one area of the page from another as their eyes scan the page.</p>	<p>The intent of the design is inline with the three objectives but here is an execution problem in one of the three areas or small problems across them.</p>	<p>The intent of the design is inline with the three objectives but here is an execution problem in two of the three areas or numerous small problems across them.</p> <p>There are problems with design basics such as Balance, Unity and Emphasis.</p>	<p>Some of the objectives were ignored or very poorly met such as:</p> <p>Design distracts from the content. Parts of the site look like they are from a different site. And users have a hard time distinguishing one area from the next.</p>	<p>Only minimal attention was paid to making an attractive design that enhances the content, keeping consistency across pages and separating the content into areas.</p> <p>Design principles like Balance, Unity and Emphasis were not followed.</p>	<p>No attempt was made to make teh design visually appealing, focus attention on the content or keep any kind of consistency across the site.</p>

Visual Design: Typography

5	4	3	2	1	0
<p>The text is readable: 1) at an appropriate size, 2) the color contrasts with the background. 3) there is sufficient spacing between lines, between paragraphs and between text and other elements of the design (padding), 4) it is properly aligned.</p> <p>Font matches the rest of the design.</p>	<p>There is a problem with the size, color, spacing or alignment or the font does not mesh with the rest of the design.</p> <p>The problem is noticeable but does not severely detract from the overall readability.</p>	<p>There is a problem with size, color, spacing or alignment that makes the content difficult to read.</p>	<p>There are problems in more than one of the areas (size, color, spacing and alignment) that make it difficult to read the text.</p> <p>The font does not match the design.</p>	<p>The text is very difficult to read and little or no attention was paid to size, color, spacing or alignment.</p> <p>The font does not match the design.</p>	<p>The text is completely unreadable.</p>

Visual Design: Images

5	4	3	2	1	0
<p>Images are used in a way that:</p> <p>Enhances the beauty of the site</p> <p>Is in unity with the rest of the design and the content</p>		<p>The images have problems such as too big or too small, they are out of place with the rest of the design or don't match the content.</p>		<p>Images detract from the beauty of the site, distract the eye from the design and make the content confusing.</p>	

Interaction Design

10-9	8-7	6-5	4-3	2-1	0
The site is easy to use.	There is one area of the site that is either made in such a way that it is hard to use or has an error that makes it hard to use	There are some major stumbling blocks to ease of use such as missing navigation or broken links.	There are problems throughout the site with the consistency of the navigation and errors with the links.	The navigation is so confusing and inconsistent that it is very difficult to use the site.	There is no way to navigate around the site

Content: Quality and Attribution

10-9	8-7	6-5	4-3	2-1	0
At least 8 pages (that includes the search results) Homepage is clear Navigation on all pages Footer on all pages	The site is generally correct but there is one major error such as a missing page, or footer or navigation. Or there are an abundance of minor errors.	There are two or more major errors or items left out.	An attempt was made at including the structure but there are many items left out or not functional.	There are drastic errors or a lot of missing structure on the site.	Absolutely no attention was paid to the structural requirements.

Content: Structural Requirements

10-9	8-7	6-5	4-3	2-1	0
<p>At least 8 pages (that includes the search results)</p> <p>Homepage is clear</p> <p>Navigation on all pages</p> <p>Footer on all pages</p>	<p>The site is generally correct but there is one major error such as a missing page, or footer or navigation.</p> <p>Or there are an abundance of minor errors.</p>	<p>There are two or more major errors or items left out.</p>	<p>An attempt was made at including the structure but there are many items left out or not functional.</p>	<p>There are drastic errors or a lot of missing structure on the site.</p>	<p>Absolutely no attention was paid to the structural requirements.</p>

Search

5-4	3	2	1	0
<p>The search finds results for the final project site.</p> <p>It is available on every page.</p>	<p>It is not available on every page.</p>	<p>The search has functional issues such as it searches the wrong site or the entire web.</p>	<p>An minimal attempt was made but the search is not complete an not working at all.</p>	<p>No search was included.</p>

Map: you can either include a map or the calendar. You do not need both

5	4	3	2	1	0
The map was clear an informative and relevant tot he content on the site	minor errors or issues with the map	There are some issues with either reading the map or in understanding what is on the map or why the map was included on the site.	A map is shown but it is not given any context and it is not clear what is on the map and why it is on the site	An attempt was made to show a map but it is not showing.	No map was given

Calendar: you can either include a map or the calendar. You do not need both

5	4	3	2	1	0
The calendar shows relevant information and is easy to read.	There is a minor issue with the display of or information in the calendar	There is a major issue with either the readability or the information in the calendar.	the calendar is very hard to read or includes no relevant information.	A calendar is used but it has no information or is impossible to understand	No calendar is used

Form

5	4	3	2	1	0
Elements are aligned and layout is understandable. Labels used At least 4 elements plus submit.	Minor error in one of the three areas	One of the three areas is missing or multiple small errors	Errors in two areas.	An attempt was made at the form but it has major flaws that make it unusable or readable.	No form included.

The Following Are For Extra Credit

You do not have to apply them to your web site but you will receive extra credit if you do

Templates (some tutorials on Dreamweaver Templates will be made available. I can see that you've used those through the source code. If you use another template system, you will need to let me know and be able to show me how you used it)

5	4	3	2	1	0
Templates used appropriately	There is a small error in the use of templates.	Templates used but not properly or not everywhere. For example only one template was used when two should have been, or the template allowed a region to be editable that should not have been.	There are large or numerous problems with how the templates were used.	A minimal attempt was made at using templates	No templates used.

JavaScript Used

5	4	3	2	1	0
JavaScript is applied to the site that: Increases the usability of the site Degrades gracefully (site works with no JS)	There is a small error in the use of JavaScript or it doesn't degrade gracefully (something is not usable without JavaScript).	Javascript is used but a large error causes problems with the interaction.	There are large or numerous problems with how the JavaScript was implemented.	An attempt was made to use JavaScript but major errors or missing pieces prevent it from working at all.	No JavaScript used