

A	√	B	C
File structure			
Organized		Somewhat organized	Mostly disorganized
Images in folders		1-2 images outside of folders	Many images outside of folders
Interface & Navigation (R. Williams)			
Repetition – each page is recognized as part of website – in color and/or design all main buttons are required on each page		A few pages don't feel like they belong	Many pages don't feel like part of the site
Navigation – simple and straightforward		Somewhat confusing	Very confusing
More than one way to navigate – each page way to get “home” (required) on long pages – somewhere else		Home missing and/or navigation buttons missing on long pages	Many links between pages missing
no scrolling horizontally to see whole page		A few pages – scroll horizontally	Most pages – scroll horizontally
Professional look		Somewhat less than professional	Amateur level
Creativity & originality			
Took many risks – developed substantially beyond WD1		A number of risks	Few risks beyond WD1
Care to detail in design		Some detail to improve design	Little detail attempted
Very creative & original		Somewhat creative & original	Needs improvements
Mechanics & spelling			
All graphics show		1-2 graphics not showing	Many graphics not showing
All links work		1 link not working	Many links not working
All spelling correct		Several words misspelled	Many words misspelled
All outside resources cited		1 resource not cited	Many resources not cited
Completion of Content			
All pages complete		1 page very incomplete	2 or more pages very incomplete
Metatags – keywords & description		1 missing	Both missing