[](http://www.bing.com/images/search?q=web+design+&view=detail&id=621F619D4333477A24C5856BD400CE91CB99E6FA&first=120&FORM=IDFRIR)JUDGING CRITERIA

Name(s):

Hour:

**Creativity/Original Ideas/Overall Effort (25 Points)**

* + The website is creative and conveys personality
  + Ideas fit into the specific theme listed for the contest
  + Site includes most/all introductory and/or advanced web codes
  + The information and ideas are in-depth and thoughtful
  + Original Pictures
  + Combination of 15 second VIDEO/AUDIO/ANIMATION -15, FAVICON -5, TABLE -10, IMAGEMAP -10, ERROR 404 -10

**Communication (20 Points)**

* + Your homepage answers the question, “What is this Place?”
  + The content is organized and easy to read with no spelling/grammatical errors and the required length is met
  + Each page has a distinct purpose and most useful and relevant content is easy to find
  + The website uses a tone of voice that is appropriate to the audience
  + Pages have clear headings and named with a .html extension
  + GOOGLE FONT -10
  + CONTENT IN SERIF -2, BEST VIEWED/UPDATED -4, SUBHEADINGS: larger, creative, and in SANS SERIF -4, META TAGS -4

**Organization/Navigation (20 Points)**

* + A consistent, reliable navigation system exists
  + The website has an effective and consistent layout across all pages and there is a logical order to page components
  + Pages do not feel cluttered (Adequate “white space”)
  + Links are clear and explicit (User knows what clicking a link does and can clearly differentiate hyperlinks from the content)
  + **SOCIAL MEDIA -10**
  + NAVIGATION>MAIN>SECONDARY: linked to correct pages -10, LINK COLORS: matches color scheme -4, EXTERNAL LINK: opens in a blank window -2, ROLLOVER STAYS STEADY -5, BANNER HYPERLINKED TO INDEX -2, INTERNAL LINKS -6

**Visual Presentation/Design (35 Points)**

* + The website is consistent in the use of colors, shapes, patterns, layouts, and font styles
  + The website has a distinct and unique visual theme
  + The website has an effective and visually appealing color scheme   
    (uses color to express personality, differentiate, frame, and highlight content)
  + Contrast is used effectively (uses contrast to differentiate elements,  emphasize   
    dominant elements, and de-emphasize lesser elements)
  + Imagery is used to add value to the message (concentrates imagery in the banner/logo, content, and navigation)
  + BUTTONS -5, BANNER -10, SECOND PICTURE -5, 2-3 COLORS/THEMED -5, PHOTOSHOP USAGE, FONT: bold, italics, underline, size, face, color -3, HEX -3, FOOTER -2, HR, LIST -5, MOST MASTERED CSS SYNTAX USED -10

**Point Penalties (-20 per missing required page)**

id, class, css comment tag, color, links states, system fonts, em conversions, cursor styling, dynamic drive fun

* + Competitors will lose 5 points for each broken link
  + Competitors will lose 1 point for each image that does not contain an ALT/Title tag description
  + Competitors will lose 5 points for each piece of media included that violates copyright law or is inappropriately/not cited

Select your teammate wisely. Any individual who does not put in the effort required for this class will be penalized by grade and/or removed from their respective team.