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.