Web Page Design 1
Brochure/Portfolio Site   100 points

Site contains at least 4 pages (4)

Content (5)

- Site contains appropriate content material from original brochure or personal web site.
  See Bettyopolis->Assignments->
  Portfolio/Brochure Website for details.

Site navigation (16)

- Consistent navigation throughout site
- Can access all pages of site from any page within site
- Up and over states for each button
  (if text links - all states defined in CSS)
- No "dead" links
- If graphic buttons - ALT tags for images

Optimized all images (5)

- Export option appropriate to graphics type (jpg vs GIF)

Graphic Appearance General (10)

- Design choices consistent with look of printed brochure (if print-to-web or redesign)
- Font choices and sizes appropriate to site
- Color choices appropriate to site
- Integration of all images - consistent look to pages
- Layout dimensions appropriate for web page
  (important info "above the fold")

Photo and/or graphic choices (15)

Layout design and color choices (15)

Typography (15)

- Body copy on secondary pages - html vs graphics
- CSS styles used to define all non-graphic typography

Inclusion of form in site (10)

- Form collects appropriate information for site

Uploaded html files and optimized images to CAWEB server. All images visible (5)

100 Points Total