Name

_____ **Code structure - correctly paired and nested tags, all images have Alt tags, etc. (5)**

_____ **Site contains at least four pages (4)**

_____ **CSS layout (15)**

Site layout accomplished primarily with CSS

_____ **Content (5)**

Site contains content appropriate to Dane County Farmers Market

_____ **Site navigation(16)**

- Consistent navigation throughout site
- Can access all pages of site from any page within site
- Up and hover states for each button (either images or CSS)
- Link assigned to each button (no fake links)
- If links are graphic buttons , each image includes height, width and alt attributes.

_____ **General Graphic Appearance (20)**

- Design choices consistent with provided logo and other images
- Appropriate and attractive font and color choices
- Integration of all images - consistent look to pages
- Layout dimensions appropriate for web page (important info "above the fold")
- Active area integrated with background area

_____ **Photo & image appearance (10)**

Export option appropriate to graphics type (jpg vs GIF); photos and images chosen work well in site.

_____ **Typography (10)**

- All body copy html
- CSS Styles used to define all non-graphic typography

_____ **Usability (10)**

- Logo Is Prominently Placed.
- Tagline Makes Company's Purpose Clear
- Clear Path to Company Information
- Clear Path to Contact Information
- Main Navigation Is Easily Identifiable
- Navigation Labels Are Clear & Concise
- Links Are Consistent & Easy to Identify
- Aequate Text-to-Background Contrast
- Font Size/Spacing Is Easy to Read
- Images Have Appropriate ALT Tags

_____ **Uploaded html and image files to CAWEB server, with all images visible (5)**

_____ **100 Points Total**