

## Final Project Rubric - 100 pts

My hope is that in this course you've learned enough about web design to create a site for yourself or someone else. You will design and create a website for an existing local business or organization (Crosby, Brainerd, Aitkin, Emily, etc.).

### Plan

You will meet with your client as needed while completing this project. Complete the Client Website Planning Guide sheet **before you start building** the site.

### Build

Your final website will be graded on the following areas:

- Appropriate and complete info/content about your client
- C.R.A.P design
- Appropriate color scheme
- Appropriate typography
- Accessible for all users
- Use of HTML and CSS
- Navigation & organization
- Site layout
- Use of images
- Use of multimedia (eg. audio, video, etc.)
- SEO
- No watermarked/copyright images (cite sources)
- Tested to work in all browsers
- Follows web standards & best practices (eg. indented code)

**\*\*Points awarded/lost based on the creative computer assignment rubric.**

### Evaluate

You will need to present your final site to your client. Ten percent (**10% or 10 pts**) of your grade will be based on their evaluation. Ask your client to complete the Client Website Evaluation and turn this into me. If you do not present your final site and/or I do not receive feedback from them, you will not get any points for this section (one letter grade). You can print the evaluation sheet or ask the client to complete it and send it to me. I need this feedback **no later than the day before your last full day of class**.

## Client Website Planning Guide - 10 pts

First and most importantly, make sure to thank your client for working with you. Let them know there is **no obligation for them to pay** for the work you do. Their responsibilities will be to meet with you, as needed, throughout the project and evaluate your final work.

Use the following questions to gather information about your client.

A quality web site effectively communicates someone's message to an audience. Replying to the questions on this Market Analysis will give you a chance to consider how best to communicate your client's message.

1. **\*\***Company or organization name:
2. **\*\***Contacts for this project: (name, email, phone)
3. Products or services performed:
4. URL (if client already has a site):
5. Who are your main competitors? What do you offer that is different from your competition?
6. Client's mission statement (brief paragraph summarizing their mission, i.e., what they do and for whom and why):
7. Client's goals in having a website or redesigning a site:
8. Draw a sketch of the company or organization logo:
9. Target market of the company (gender, age, education level, income, etc.). Be specific.
10. What other types of web sites would also interest the typical customers visiting this site (consider hobbies, sports, organizations)?
11. What expectations will they have before they arrive at your site? In other words, what do they hope to find at your site?

12. How do(will) customers use your site?

13. Important content and visuals to include.

14. List the search terms that would most likely attract the target consumer via a web search (include at least a dozen).

15. Will your visitors require any special needs? Mobile version of site, multiple language support, larger type for easier reading, etc.)

16. Name 3 things that are most important about the design of your new website.

17. Name 3 things that is least important in the design of your new website.

18. Do you have any color preferences, existing brand colors, and/or colors you do/not wish to include?

19. What are some existing websites that appeal to you? Provide links if possible.

20. Other notes/comments.

## Client Website Evaluation

Please rate your interaction with the student and their final product using the following rubric.

	<b>Below</b>	<b>Meets</b>	<b>Exceeds</b>	<b>Student Score</b> (Fill in B, M, E for each category based on student performance)
<b>Professionalism</b>	The student was not professional in their interactions with you as a client.	The student was professional in their interactions with you as a client.	The student was professional, timely, and respectful in their interactions with you as a client.  You would consider working with them on future projects.	
<b>Quality</b>	The final site is low in quality and shows little effort from the student.	The final site is well made and shows effort from the student.	The final site shows time and effort and is a quality product. I would consider using this site for my business/organization.	
<b>Expectations</b>	The final site did not meet my expectations.	The final site meets my expectations.	The final site exceeded my expectations.	