



Web Design Criteria 2007-2008

Definition

The web design contest is an opportunity for you to showcase your creative and technical talent by creating a cohesive, engaging, and unique web site. Each web design submission will be judged by the following criteria. Absolutely all work must be original and the use of templates or pre-designed web sites will result in a low score. At the high school level, we discourage the exclusive use of a WYSIWIG editor as the code it generates is frequently inefficient and cumbersome. All sites must be live on the link stated on the student's entry on the judging date, **January 7, 2008**. 10 Point deduction for any site that has to be judged by using the CD provided. Students in grades 9-12 are eligible to enter in the Web Design contest.

Judging Criteria

Web Site Design 30%

- Picture/Graphics are relevant to the information presented
- Font is visually appealing and easy to read
- Color scheme is visually appealing
- Approach to organization/interpretation of data is original
- Web site design appropriate to grade level
- Graphics and animated GIFs complement content of the web site

Content 20%

- Mechanics (spelling, grammar, etc.)
- Web page's educational purpose is evident
- Graphics and animated GIFs are relevant to the information presented
- Used required number (3) of elements
- Number of web pages meets requirements
- Work is a result of student's critical thinking/analysis and not a list of links
- Balance between graphics and text

Originality 10%

- Idea is original
- Original sound and/or graphics were used

Performance 30%

- Audio and/or video is/are functional
- Links from one page to another are working
- External link(s) is/are working properly
- Load time for pages is reasonable
- Navigation path is clear and logical
- Compatible with multiple browsers

Credits/Work Cited 10%

- All works properly credited
- All sources properly cited

Judging Criteria Explanations - Web Design

Web Site Design:

Picture/Graphics are relevant to the information presented

The images have strong relation to the page/text/purpose.

Font is visually appealing and easy to read

Text needs to convey information, not complicate it. Text should be legible and not detract from the main focus of the project. An appropriate use of contrast within the color schemes should be evident. The color of the background should not be too bright or too much like the color of the text. If a light color is used for text, the background should be a dark color. If a dark color is used for text, the background should be a light color.

Color Scheme is visually appealing

Content should be pleasing to the eye, have a complimentary color scheme, and not detract from the main focus of the project. An appropriate use of contrast within the color scheme should be evident. The color of the background should not be too bright or too much like the color of the text. If a light color is used for text, the background should be a light color.

Approach to organization /interpretation of data is original

Organization/Layout is student created. The information and how it is organized is presented on a layout that is created by the student. The layout has an innovative design and is not generated by a program.

Web Site Design appropriate to grade level

The information presented in the web page is appropriate for the intended audience.

Graphics and animated GIFs complement content of the website

Graphics and animated GIFs as part of the design have proper size, resolution, colors, and cropping which compliment the content. Images are from three or more sources (i.e. scan, CD-ROM, video, etc.)

Content:

Graphics and animated GIFs are relevant to the information presented

Graphics and animated GIFs have a strong relation to text. They must be relevant and enhance content.

Used required number of elements

The student used at least three of the following elements in his/her web page: audio, animation, graphics, video, and text.

Number of Web Pages meets requirement

A minimum of three web pages are required.

Work is a result of student's critical thinking/analysis and not a list of links

The student presented information in an innovative way. The information is not just listed in a series of links. Any external links should be developmentally appropriate to the intended audience.

Balance between graphic(s) and text

When designing a project, find a balance between the use of white space, text, and graphics. Too much text and/or graphics will make the project look cluttered. At the same time, you want to make good use of the white space so that the project does not look like it is missing something. Too much white space will make the project appear empty and dull.

Originality:**Idea is original**

The manner in which the information is presented is the sole idea of the author. It is not an imitation of someone else's work.

Original sound or graphics were used

The music/sounds were not copied or recorded from a previous source. The more work that is originally created by the student/group, the more points awarded.

Written permission must be secured for music and must be cited in proper MLA format in the works cited.

Performance:**Audio or video is functional**

The audio/video functions within the web page. Sound/video should be correct in their timing, sound level, placement, and selection. Sound/video should be crisp and clear.

Links from one page to another are working

Navigation path is clear and logical; all links work.

External link(s) are working properly

Navigation to external links is not broken. External links should be developmentally appropriate for the intended audience.

Load time for pages is reasonable

The beginning page of your web site should load within 10 seconds to catch your audience's attention. It should take not longer than 30 seconds to load any page of the web site. Note: graphic format will affect load time. Suggested formats to use; .jpeg – optimized for photographs that contain many colors and .gif – for simple images. These take up less memory because they work with fewer colors.

Credit/Work Cited:**All sources properly credited**

Sources (hardware, software, etc.) and individuals who contributed to the creation of the project must be properly noted/listed.

Example

Names of all people (parents, teachers, students) who assisted in the project are listed.

Names of each student(s) is/are listed specifying the jobs that each student performed.

Example: Photographs by: _____ Recording by: _____

Typing done by: _____ Research done by: _____

All works properly cited in MLA format

The resources used, such as books, CDs, and web site URLs, are listed on a separate page in MLA format. Meet the terms the artist has given for using information from his web site. You must also include that web site in the works cited section of your project.