

ADV3550

Instructor: Genevieve Hitchings

Final Checklist - Website Due December 20th

REQUIRED:

- The final project must have a minimum of 4 and a maximum of 6 sections
- Your first and last name should be visible throughout the site (even if very small down with the footer and the copyright info.)
- Site identifier (logo) and navigation must remain consistent throughout the entire site
- Navigation must remain consistent throughout the entire site
- One must be able to download a PDF of your resume
- The Gallery/ Portfolio page should have a functioning lightbox to view the images in more detail. Larger images should comfortably fit the monitor’s screen and must include a project title and/or client name.
- Contact page must have a functioning form as well as your contact email
- Website must use CSS-based HTML
- Optimize your site for search engines with meta tags

POINTS WILL BE DEDUCTED FOR THE FOLLOWING:

- Using the work of others without properly crediting them
- Spelling/grammatical mistakes
- Not including alt tags
- Sloppy work (broken links, badly done styling, missing or badly sized images)
- Incomplete pages

5 PTS EXTRA CREDIT WILL BE GIVEN FOR: including a flash button that has working Actionscript

Semester grade will be evaluated based upon the following criteria:

<u>Class Participation</u> (questions and discussions):	20%
<u>Class Exercises/Homework:</u>	20%
<u>Projects/Tests:</u>	
Midterm Quiz	10%
Content/Resume Development	10%
Site ID/Structure/Design	10%
Production	10%
Functionality and Final Site	<u>20%</u>
Total:	100%

Methods of Assessment				
	Concept/Design	Technical Skill	Commitment to Refine Product	Punctuality
	(Process & Sketches)	(Proficiency)	(Timeliness, Craft & Presentation)	Assignments lose one full grade point for each day late.
A =	Outstanding	Outstanding	Outstanding	
B =	Good	Good	Good	
C =	Adequate	Adequate	Adequate	
D =	Poor	Poor	Poor	