

WDD FIRST REVIEW		5 EXEMPLARY:	4 ABOVE AVERAGE:	3 AVERAGE:	2 BELOW AVERAGE:	1 NOT SATISFACTORY	TOTAL
DESIGN	A. Aesthetics: clear process, creative application, cohesiveness of design, dynamic design and/or arrangement of elements; Use of Grid; Dynamic Layout.	Excellent Aesthetics, dynamic design solution, excellent cohesion of elements	Good Aesthetics, dynamic design solution, good cohesion of elements	Basic Aesthetics, design needs improvement	Weak Aesthetics, design solution needs considerable improvement	Poor Aesthetics, design solution not resolved	
	B. Applied Elements & Principles of Design: (balance, gradation, repetition, contrast, harmony, dominance & unity) / (line, shape, direction, size, texture, color & value). proper use of margins, alignment of elements.	Strong understanding of design principles	Good understanding of design principles	Basic understanding of design principles	Weak understanding of design principles	Lacks understanding of design principles	
	C. Typography: use of type appropriate to subject; application of typesetting conventions; integration with images; clear expression of message, understands typographic hierarchy.	Strong understanding of type in use; creative, innovative expression	Good understanding of type in use; appropriate type choices, shows creativity	Basic understanding of type in use; safe type choices, needs refinement	Weak understanding of type in use; uneven type choices, type does not enhance design;	Little or no understanding of type in use; poor type choices, type detracts from design	
TECHNICAL	A. Craftsmanship & Attention to Detail: clean boards, secure straight mounting, accuracy in digital projects, alignment of elements; accurate spelling, English usage.	Strong craftsmanship and Attention to detail; consistency throughout all pages	Good craftsmanship and Attention to detail; consistency throughout all pages	Basic craftsmanship and Attention to detail; consistency throughout all pages	Weak craftsmanship and Attention to detail; lacks consistency throughout all pages	Poor craftsmanship and attention to detail; lacks consistency throughout all pages	
	B. Technical Sophistication: Dynamic 100/200-level projects and above; Project goes beyond basic XHTML & CSS; Includes use of scripting and basic timeline animation.	Strong mastery of scripting concepts; coding is styled and integrated into webpage;	Good understanding of scripting concepts; coding is styled and integrated into webpage	Basic understanding of scripting concepts; coding is styled and integrated into webpage	Weak understanding of scripting concepts; coding is not styled and not well integrated into webpage	Little or no understanding of scripting concepts; coding is not styled and not integrated into webpage	
	C. Technical Proficiency: Adheres to section 508 and W3C standards. Website is working seamlessly; no bugs or broken links; Site is cross-browser and cross-platform compatible.	Strong technical proficiency and design consistency throughout all pages	Good technical proficiency and design consistency throughout all pages	Basic technical proficiency and design consistency throughout all pages	Weak technical proficiency and design consistency throughout all pages	Poor technical proficiency and design consistency throughout all pages	
COMMUNICATION	A. Visual Expression: representation and symbolic meaning applied to creative design solutions.	Strong visual expression; ideas are clearly communicated	Good visual expression; ideas are clearly communicated	Basic visual expression; ideas are communicated	Weak visual expression; ideas are not clearly communicated	Poor visual expression; ideas are not clearly communicated	
	B. Verbal Expression: verbalize the interdependence of content and visual expression; evaluate and critique ideas; articulate vision behind creative work, explain and promote solutions.	Strong ability to communicate	Good ability to communicate	Basic ability to communicate needs refinement	Does not communicate well; skills need to be developed	Little or no ability to communicate or receive constructive critique.	
	C. Usability: Website is user-friendly and easy to navigate; instructions to user is present; easy to read; users do not get lost within the website; are tasks performed efficiently & effectively.	Strong usability; website is easy to navigate; excellent loading.	Good usability; website is easy to navigate; good loading.	Basic usability; some problems with website navigate & loading need improvement	Weak usability; website is not easy to navigate & loading need major improvement.	Poor usability; major navigate problems; images do not load very well and user gets lost within the website.	
TOTAL SCORE							
AVERAGE SCORE (divide by 9)							
RESULT (A score of 3 or higher is a Pass)							