

## PA Media and Design Competition Web Page Design Scoring Guidelines

Project Title \_\_\_\_\_  
 Project ID # \_\_\_\_\_  
 Judge # \_\_\_\_\_

- \_\_\_\_\_ Narrative description is present
- \_\_\_\_\_ Copyright information and credits are clearly displayed
- \_\_\_\_\_ Planning documents are included
- \_\_\_\_\_ Project is displayed in industry standard web browser
- \_\_\_\_\_ Site is mobile compatible
- \_\_\_\_\_ Site map is displayed
- \_\_\_\_\_ Site incorporates ADA

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>Score</b>
<b>Content &amp; Images</b>	There is a clear statement of purpose, theme or main idea for the project. There is a rich variety of relevant, useful supporting information. All sources of information are properly & clearly credited on the site. Information presented appears to be accurate, current, clearly stated, and all pages are complete with content. There is excellent evidence of student learning and effort.	The purpose, theme or main idea of this project is not clearly stated or may be vague. There is some variety of relevant supporting information. Most sources are properly & clearly credited on the site. Information presented appears to be accurate & current but this is not always clear. Most of the pages are complete with content. There is substantial evidence of student learning and effort.	The project lacks a clear sense of purpose or central theme. There is little variety of the relevant supporting information. Some of the information may not seem to fit. Citations on the site need improvement. Information is incomplete, out of date, and/or incorrect. There are several pages without content. There is adequate evidence of student learning and effort.	The project has no clear purpose or theme. There are no supporting details and information. No citations are given on the site. Information is incomplete, out of date, and/or incorrect. There is little evidence of student learning and effort.	
<b>Conventions</b>	Clear, concise, well-written, no spelling or grammatical errors presented.	Few syntax spelling or grammatical errors.	Moderate amount of spelling, syntax, and/or grammatical errors.	Many spelling, syntax and/or grammatical errors.	
<b>Layout/ Design</b>	The overall website has an elegant visual flow of content. Colors are stimulating & balanced; fonts are appropriate & readable. Images are of appropriate size, quality, & properly placed on the pages. Graphic & text elements are arranged to create organized "white space." The design choices (text, graphics, colors, media, etc.) compliment & enhance the content. Project adheres to industry best practices (target screen resolution, navigation, etc.) to ensure that important content is immediately accessible.	The overall website has an acceptable visual flow. Colors are balanced and fonts are readable. Images are of appropriate size, quality, but lack proper placement. Graphic and text elements lack appropriate "white space." The design choices somewhat enhance the content. There is a reasonable amount of important content immediately accessible.	The overall website has a moderate level of visual flow. Colors may clash or lack balance. Images may be low quality or do not serve a useful purpose other than decoration. Graphic and text elements lack or have too much "white space." The design choices do not enhance the content. Some important content may be difficult to locate.	The overall website does not have a visual flow. Too many colors or fonts may distract or greatly reduce readability. There are few useful images. The site lacks organized "white space." The design choices distract from the content. Layout does not display correctly or site may require excessive scrolling. Important content is difficult to locate.	
<b>Navigation</b>	Navigation naming conventions are clear & concise. Navigation is consistent & readily available throughout the site. It is apparent how to explore the information without changing the structure or using the back button. All external resources open in new windows & all links function properly. Links to other web sites represent a valuable collection of resources related to the topic.	Navigation naming conventions are concise but not always clear. Navigation may be confusing. The back button may have to be used on some pages. Links to other web sites are appropriate and informational but external resource links do not always open in a new window. Menus and links to other web sites are generally related to the topic.	Navigation naming conventions are somewhat unclear. The project has some links, buttons, or menus, but it is not apparent how to explore the information and determine which links are central to the project. The back button is necessary on most pages. Links to other web sites do not seem to contribute to the project purpose or main idea.	Navigation naming conventions are unclear. There are few useful buttons, menus, or navigational tools. It is unclear how to explore the site. The back button is necessary for navigation. There are few or no supporting links to other web sites.	
<b>User Experience</b>	The overall site is engaging in design and content, and encourages further exploration. The site succeeds in educating, training, or providing a service for its users. The site demonstrates integration of multi-media elements. Uses the ADA compliance Tool Kit or evidence of ADA compliance.	The overall site is adequately engaging and encourages exploration. The site moderately succeeds in educating, training, or providing a service for its users. The site moderately demonstrates integration of multi-media elements. Moderate evidence of ADA compliance displayed.	The overall site is somewhat engaging but does not encourage exploration. The site somewhat succeeds in educating, training, or providing a service for its users. The site sometimes demonstrates integration of multimedia elements. Little evidence of ADA compliance	The overall site is not engaging and does not encourage exploration. The site does not succeed in educating, training, or providing a service for its users. The site lacks any integration of multimedia elements. No evidence of ADA compliance.	
<b>Originality</b>	Displays a higher level of using web site design tools to create an all original website.	Displays an average level of using web site design tools to create an original web site.	Displayed a minimal knowledge of using web site design tools. Uses too many of the stock site pieces.	Displayed no knowledge using web site design tools. Site looks as if it is a stock version.	

Comments: \_\_\_\_\_

**Total:** \_\_\_\_\_