

Web Design Presentation Rubric

Value

Points

Time: 7 minutes

10

Hierarchy | Contrast | Emphasis - A noticeable priority order of elements in the composition

10

Unity | Repetition | Variety - Elements working together to achieve a common result & harmony

10

Alignment | Grid Structure - Order and organization among elements

10

Balance | Proximity - Visual weight of the composition is properly distributed

10

Typography - Proper typefaces and sizing for body copy and headings; readability

10

Color Theory - Appropriate responsibility of base color and effective harmony used

10

Functionality | Interface - Effective navigation and design that creates a positive User Experience

10

Design and Originality of all 3 submitted websites.

10

Presentation Quality - Well-prepared & Noticeably Rehearsed

10

Total:

100