

Student Name

Design Brief / PDF File

Intro/design rationale /15
A written introduction to the website, description of your design goals and how you went about achieving them.

Screen shots of existing site /5

Competitive Audit /10

Home Page Mockup /20

Search Page Mockup /20

Detail Page Mockup /20

Shopping Cart Mockup /20

Overall type/colors/layout /20

Link to live demo /5

PDF Design/layout/format /15
Is the document well-designed and optimized for on-screen viewing?

Subtotal /150

Interactive Prototype

Formatting/links/functionality . . . /25
Is this prototype an accurate simulation of how a user might experience the site?

Rollovers/Interactions/Links /25
Do rollovers, animations, transitions between pages, pop-ups well designed and presented for the purpose of this site?

Subtotal /50

In-Class Presentation

Group Presentation /25
How cohesive was the overall presentation?

Individual Presentation /25
How effective was this individual student's contribution to the in-class presentation?

Subtotal /50

Evaluations

Self-Evaluation /50
Self-evaluation score (x0.5)

Group Member Evaluation /50
Average peer evaluation score (x0.5)

Subtotal /100

TOTAL: /350

DESIGN BRIEF / PDF NOTES

INTERACTIVE PROTOTYPE NOTES

GROUP / INDIVIDUAL PRESENTATION NOTES

EVALUATION NOTES