

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Teacher: Mr. Basile

Course: Communications Technology, TGJ 3M

## Website Design - Grade 11

Design and make an interactive website for an organization representing your PSA theme. This website will include; content from previous projects related to your PSA – (audio psa, video psa, promotional banner), navigation with the use of buttons, an index (home page) plus several other linkable pages and concept (sitemap + wireframe) drawing which follow the design process.

Criteria	Level 1	Level 2	Level 3	Level 4
<b>Knowledge and Understanding</b>				
Content	The web site lacks a purpose and theme and does not have psa projects integrated	The purpose and theme of the web site is somewhat muddy or vague. Few of the psa projects are integrated.	The web site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it. Most of the psa projects are integrated.	The web site has a well-stated clear purpose and theme that is carried out throughout the site. All of the psa projects are integrated
Content Accuracy	There are several inaccuracies in the content provided by the students OR many of the requirements were not met. Not enough content, very incomplete.	Almost all of the information provided by the student on the web site is accurate and almost all of the requirements have been met. If there is little information on the website, then it is satisfactory. If researchers cannot find what they need on your website, it is satisfactory.	Almost all the information provided by the student on the web site is accurate and all requirements of the assignment have been met. Or all the information is accurate but not all of the requirements of the assignment were met. Information is not complete.	All information provided by the student on the web site is accurate and all the requirements of the assignment have been met. In other words, there is sufficient content in this website to learn about the topic and complete a research assignment.
<b>Thinking</b>				
Navigation	Some links do not take the reader to the sites described. A user typically feels lost.	Links for navigation take the reader where they expect to go, but some needed links seem to be missing. A user sometimes gets lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where they expect to go. A user rarely becomes lost.	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where they expect to go. A user does not become lost.
Colour Choices	Colours of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.	Colours of background, fonts, unvisited and visited links do not detract from the content.	Colours of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colours of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.

Communication				
Interest	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others).	The author has put lots of information in the web site but there is little evidence that the person tried to present the information in an interesting way.	The author has tried to make the content of this web site interesting to the people for whom it is intended.	The author has made an exceptional attempt to make the content of this web site interesting to the people for whom it is intended.
Application				
Layout	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.
Color Choices Background	Background detracts from the readability of the site.	Background is consistent across pages and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.
Fonts	A variety of fonts, styles and point sizes were used.	Fonts are consistent and point size varies appropriately for headings and text.	Fonts are consistent, easy to read and point size varies appropriately for headings and text.	Fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.