

RUBRIC Final Part 3 – Web page mock up - Required for students in the Web / Internet Development (Design/Development) program
Submit 1 unflattened Photoshop Web Page Mock Up file and at least 4 optimized Web graphic files (gif, jpg or png) to be graded by your instructor.

Photoshop file must not be flattened or it will be rejected!

SCORE	18	15	12	9
Concept	Design is consistent with concept, purpose, goals, outline, and content as stated in Final Part 1 and shown in Part 2 sketch(s).	Most of the design is consistent with concept, purpose, goals, outline, and content.	Some of the design is consistent with concept, purpose, goals, outline, and content.	What was the original concept?????
Attractiveness and Graphics - Relevance (Your peers will grade this portion of your project.)	Exceptionally attractive. Design elements are <ul style="list-style-type: none"> Balanced equally throughout design Emphasis to indicate the most important element Pattern created by repeating elements Unity with elements that relate to one another <p>The finished product shows exact care with each element. All graphics are related to the topic and make it easy to understand. Images complement each other or share a common theme. Think Chapter 6 in Adv. Revealed.</p>	Attractive, but some room for improvement. Not all design elements were applied for balance, emphasis, pattern and unity. Most graphics are related to the topic and most make it easy to understand.	Acceptably attractive, though may be a bit messy or could have been improved with a few more hours of work. Few design elements were applied.	Distractingly messy or poorly designed. Graphics not related to the topic. Few to none design elements were applied.
Layers Panel	Layers panel is well organized (think of the Layers panel for the Black Knight poster in ch 6 of the Advanced Revealed book): <ul style="list-style-type: none"> All images to be optimized are on separate layers on the Layers panel. See Video #9 at 6m 00s through 6m 35s in the video tutorials.* 15 Image and/or Type layers minimum (includes background layer). At least 2 non-destructive Adjustment layers. (Click Layer> New Adjustment Layer). All Layers have descriptive names. At least 2 layer masks to conceal or reveal pixels. Similar layers organized into Groups May have used color coding on the Layer (right-click layer, Layer Properties, Color drop-down) 	Layers panel is mostly organized, 10-14 Image and/or Type layers, most have descriptive names, 1 adjustment layer.	Layers panel is somewhat organized, 5 - 9 Image and/or Type layers, some have descriptive names, 0 adjustment layers.	Layers panel is not very well organized, 4 or less Image and/or Type layers, 3 or less have descriptive names, 0 adjustment layers.
Rollover buttons for Navigation bar	At least 4 rollover buttons on a vertical or horizontal navigation bar. Layer styles and Layer Comps are used effectively to create 2 or more different versions of the buttons. Refer back to Asg 7 and video #7 at 18m 26s through 24m 52s in the video tutorials.*	3 buttons, with layer styles, could have used Layer Comps more effectively.	2 buttons, missing layer styles, could have used Layer Comps more effectively or Layer Comps missing.	Less than 2 buttons, missing Layer Comps or Layer styles.
Res and Height/Width	Resolution is appropriate for output: 72ppi for screen. Click Image> Image Size for resolution. See first part of ch 7 in Advanced Revealed for guidance. Height/Width is appropriate. See video #2 in the video tutorials.*			Res is not appropriate and/or a user will need to scroll horizontally on a screen resolution of 1024x768 to see all content.
Precise layout	Guides are used to layout elements with precision. See video #3 in the video tutorials.* At least 4 horizontal guides and 4 vertical guides are used.	3 or less horizontal guides were used. 3 or less vertical guides were used. Could have more effectively used the guides to layout elements.	2 or less horizontal guides were used. 2 or less vertical guides were used. Could have more effectively used the guides to layout elements.	Missing guides and/or elements not laid out with precision.
Slicing	Photoshop Mock up is divided with at least 4 Layer-based slices. Each slice has a descriptive name. At least 4 individual image files are created and optimized in the appropriate file format (jpeg for photos, gif for images with few colors, etc.) using the Save for Web dialog box. A minimum of 4 individual image files optimized for the Web are submitted with the unflattened Photoshop mock up file. You will be submitting at least 5 files to Bb. See video #9 in the video tutorials.*	Only 3 Layer-based slices created. Slices may not have descriptive names. Only 3 individual image files optimized for the Web were submitted with the unflattened Photoshop mock up file. Image files may not have been optimized with the most appropriate file format.	Only 2 Layer-based slices created. Slices may not have descriptive names. Only 2 individual image files optimized for the Web were submitted with the unflattened Photoshop mock up file. Image files may not have been optimized with the most appropriate file format.	Only 1 or none Layer-based slices created. Slices may not have descriptive names. Only 1 or none individual image files optimized for the Web were submitted with the unflattened Photoshop mock up file. Image files may not have been optimized with the most appropriate file format.

*Video tutorials: http://ckautz.org/tips/CO252/web_site_mockup/index.html