



Website Development and Management

Assessment Rubric

Personal Web Page (Dreamweaver)

Instructions:

Your assignment is to create a commercial webpage for a small business that does graphic design work. Using only Dreamweaver and an image editor, you'll build four or more interlinked pages that will present your business to the web public. Your site files must be placed in the standard folders as described below and must use either cascading style sheets or frames.

Name:	
Period:	
Date:	

Procedure:

Your site must include the following characteristics.

1. Assess your own work by placing a **YES** by each correctly completed step.
2. Correct all **NO** answers before consulting your supervisor.
3. Your supervisor will assess your work by placing a **✓** by each step they determine is correctly done.
4. All items not checked by the supervisor must be corrected by the student and then reevaluated.

Item	Criteria	Assessment	
		Student	Supervisor
A	SITE STRUCTURE		
1	Is there a Site created for this project?	Yes/No	
2	Is the root folder of the site created with the name GRAPHICDESIGN?	Yes/No	
3	Are the subfolders IMAGE, HTML, and DOC in the root folder?	Yes/No	
4	Are the subfolders PHOTO and GRAPHIC in the IMAGE folder?	Yes/No	
5	Are resource files properly placed in the appropriate folders?	Yes/No	
B	INDEX.HTM		
1	Is the INDEX.HTM file located in the root folder?	Yes/No	
2	Does the page have the Title set to DoDEA: GraphicDesign?	Yes/No	
3	Do the design, text, and background colors compliment one another?	Yes/No	
4	Does the page include a company logo?	Yes/No	
5	Does the page include various and appropriate sized text elements?	Yes/No	
6	Does the page include an introduction paragraph?	Yes/No	
7	Does the page include links to Home, Gallery, Prices, Order, and Contact Us?	Yes/No	
8	Is the page format and layout appropriate to the objective?	Yes/No	
9	Do all graphic objects have an Alt tag set?	Yes/No	
10	Is the site organized using Frames or Cascading Style Sheets?	Yes/No	
11	Is the page laid out using tables?	Yes/No	

Item	Criteria	Assessment	
		Student	Supervisor
C	GALLERY.HTM		
1	Is the GALLERY.HTM file located in the HTML folder?	Yes/No	
2	Does the page have the Title set to DoDEA: GD Gallery?	Yes/No	
3	Do the text, design, and background colors compliment one another?	Yes/No	
4	Does the page include the graphics / photos from Digital Image Processing?	Yes/No	
5	Are the graphic objects laid out in a table?	Yes/No	
6	Are all graphic objects identified with an Alt tag?	Yes/No	
7	Are all graphic objects identified with a caption	Yes/No	
8	Does the page include a link back to the Home (INDEX.HTM)?	Yes/No	

9	Is the page format and layout appropriate to the objective?	Yes/No	
D PRICES.HTM			
1	Is the PRICES.HTM file located in the HTML folder?	Yes/No	
2	Does the page have the Title set to DoDEA: GD Prices?	Yes/No	
3	Do the text, design, and background colors compliment one another?	Yes/No	
4	Does the page include and appropriate graphic or photo?	Yes/No	
5	Is the page laid out in a table?	Yes/No	
6	Are all graphic objects identified with an Alt tag?	Yes/No	
7	Is there a price list for a variety of services?	Yes/No	
8	Does the page include a link back to the Home (INDEX.HTM)?	Yes/No	
9	Is the page format and layout appropriate to the objective?	Yes/No	
E ORDERS.HTM			
1	Is the ORDERS.HTM file located in the HTML folder?	Yes/No	
2	Does the page have the Title set to DoDEA: GD Orders?	Yes/No	
3	Do the text, design, and background colors compliment one another?	Yes/No	
4	Does the page include and appropriate graphic or photo?	Yes/No	
5	Is the page laid out in a table?	Yes/No	
6	Are all graphic objects identified with an Alt tag?	Yes/No	
7	Is there a complete order form available in both document and web format?	Yes/No	
8	Does the page include a link back to the Home (INDEX.HTM)?	Yes/No	
9	Is the page format and layout appropriate to the objective?	Yes/No	
F CONTACTS.HTM			
1	Is the CONTACTS.HTM file located in the HTML folder?	Yes/No	
2	Does the page have the Title set to DoDEA: GD Contacts?	Yes/No	
3	Do the text, design, and background colors compliment one another?	Yes/No	
4	Does the page include and appropriate graphic or photo?	Yes/No	
5	Is the page laid out in a table?	Yes/No	
6	Are all graphic objects identified with an Alt tag?	Yes/No	
7	Is there complete contact information displayed?	Yes/No	
8	Does the page include a link back to the Home (INDEX.HTM)?	Yes/No	
9	Is the page format and layout appropriate to the objective?	Yes/No	
G DoDEA and 508 Website Compliance			
1	Is the website free of spelling and grammatical errors?	Yes/No	
2	Is the website free of broken links?	Yes/No	
3	Is the information on the web site content appropriate?	Yes/No	
4	Can the entire page be viewed at once in 800 x 600 display mode?	Yes/No	

Notes: