**Final Project – Part 4**

**Web Site Creation**

**Learning Targets:**

* Identify why it is important to develop websites that comply with web standards.
* Create a navigation system that appropriately chunks web content and allows users to quickly, easily access important content.
* Identify features within their web authoring software that facilitate site management.
* Create a multi-page website using a web authoring tool.

Both you and your partner will need to create your company web site. This site will consist of at least 6-7 pages. All of your pages will be linked to each other. Each page should have an appropriate title or banner, text, images, background and links and use good design principles.

**Final Project – Part 4**

**Grade Sheet**

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| **Project** | **Excellent**  **(5 points)** | | **Good**  **(4 points)** | | **Satisfactory**  **(3 points)** | **Needs Improvement**  **(2 points)** | **Unsatisfactory**  **(1 point)** | **Missing**  **(0 Points)** |
| **Home Page**   * Must contain infographic | The home page contains the basic information of the company and the infographic. The content has accurate and very useful information and has caught the audience’s attention and drives them to further investigation. Navigation is placed in a clear and logical place and is working. | | The home page contains the basic information of the company and the infographic. The content has accurate and very useful information and has caught the audience’s attention and drives them to further investigation. Navigation is placed in a clear and logical place and is working. | | The home page contains some information of the company and the infographic. The content has some information and may have caught the audience’s attention and drives them to further investigation. Navigation is placed in a clear and logical place and is working. | The home page does not contain the basic information of the company or is missing the infographic. The content has little useful information and needs to catch the audience’s attention and to drive them to further investigation. Navigation may be placed in a clear and logical place. | The home page does not contain the basic information of the company and is missing the infographic. The content has inaccurate or little useful information and has not caught the audience’s attention and does not drive them to further investigation. Navigation may be placed in a clear and logical place. | No home page has been created. |
| **Company Information**   * About the company * Company culture | The company information page(s) contain ample information about the company and the company culture. The content has accurate and very useful information. Navigation is placed in a clear and logical place. | | The company information page(s) contain information about the company but needs work on the company culture. The content has accurate and useful information. Navigation is placed in a clear and logical place. | | The company information page(s) contain some information about the company or the company culture. The content has accurate and some useful information. Navigation is placed in a clear and logical place. | The company information page(s) contains little information about the company and the company culture. The content has little accurate or useful information. Navigation may be placed in a clear and logical place. | The company information page(s) does not contain information about the company nor the company culture. The content has no accurate or useful information. Navigation may be placed in a clear and logical place. | No company page has been created. |
| **Products and Services** | | | The products and services page list the products and services your company provides. The content has accurate and very useful information. Navigation is placed in a clear and logical place. | The products and services page list several products and services your company provides. The content has accurate and mostly useful information. Navigation is placed in a clear and logical place. | The products and services page list several products and services your company provides. The content has accurate and mostly useful information. Navigation is placed in a clear and logical place. | | The products and services page list some products and services your company provides. The content has some accurate and useful information. Navigation is placed in a clear and logical place. | The products and services page list needs much improvement. The content has inaccurate and little useful information. Navigation may be placed in a clear and logical place. | No products and services page has been created. |
| **Careers**   * Include job advertisements | | | The careers page includes job advertisements for each of the positions at the company. The advertisements are accurate and contain very useful information. Navigation is placed in a clear and logical place. | The careers page includes job advertisements for most of the positions at the company. The advertisements are accurate and contain very useful information. Navigation is placed in a clear and logical place. | The careers page includes job advertisements for some of the positions at the company. The advertisements are brief but clear. Navigation is placed in a clear and logical place. | | The careers page includes job advertisements for a few of the positions at the company. The advertisements have little usefulness to the site. Navigation is placed in a clear and logical place. | The careers page does not include job advertisements for each of the positions at the company. There are no advertisements or have no usefulness to the site. Navigation may be placed in a clear and logical place. | No careers page has been created. |
| **Contact Us** | | | The contact us page includes the names and pictures of all partners and the phone number and address of the company. There is a working link for email and contact form. | The contact us page includes the names and pictures of all partners but is missing the phone number or address of the company. There is a working link for email and contact form. | The contact us page includes the names and pictures of all partners, but is missing the phone number and address of the company. There is a working link for email and contact form. | | The contact us page includes the names and pictures of all partners, but is missing the phone number and address of the company. There is no working link for the email and contact form. | The contact page does not include the names and pictures of the partners and the phone number or address of the company are missing. It is missing a link for email and contact form. | No contact us page has been created. |
| **Announcement Page (Blog)** | | |  |  |  | | An announcement page has been created |  | No announcement page has been created. |
| **Links and Navigation** | | | Links for navigation are clearly labeled, consistently placed, allow the readers to easily move from a page to related pages and take the reader where s/he expects to go. | Links for navigation are clearly labeled, consistently placed, allow the readers to easily move from a page to related pages, with one link not working to correctly. | Links for navigation are clearly labeled, consistently placed, allow the readers to easily move from a page to related pages with one to two links not working to correctly. | | Links for navigation are presents but are inconsistently placed and do not allow the reader to easily move from a page to related pages. | Either links or navigation are missing. | No links or navigation are present. |

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| **Consistency** | Themes, text format, and color usage are carefully chosen to produce a consistent screen layout for all your pages. | Themes, text format,  and color usage are somewhat consistent with little inappropriate variation. | Themes, text format and color usage are randomly chosen with some consistent elements throughout. | Themes, text format, and color usage are randomly chosen with few consistent elements throughout. | Themes, text format, and color usage are randomly chosen and pages have very little consistency. | Themes, text format, and color usage are randomly chosen and pages seem unrelated. |
| **Fonts, Graphics, and Color Schemes** | Font, graphics, and the color scheme harmonize with each other and look professional and polished. Site also contains company logo and uses graphics which represent the industry to be promoted. | Font, graphics, and the color scheme somewhat harmonize with each other and look professional. Site also contains company logo and uses graphics which represent the industry to be promoted. | Font, graphics, and the color scheme harmonize with each other and look professional and polished. Site may be missing either the company logo or graphics that represent the industry to be promoted. | Font, graphics, and the color scheme do not harmonize with each other and does not look professional. Site may be missing the company logo or graphics that represent the industry to be promoted. | Font, graphics, and the color scheme do not harmonize with each other and does not look professional. Site may be missing the company logo and graphics that represent the industry to be promoted. | Font, graphics, and the color scheme do not harmonize with each other and looks unpolished and incomplete. Site is missing the company logo and graphics that represent the industry to be promoted. |
| **Audience** | The tone of language is appropriate and the site is representative of the industry you are promoting | The tone of the language is mostly appropriate and the site is mostly representative of the industry you are promoting. | The tone of the language is somewhat appropriate and the site is somewhat representative of the industry you are promoting | The tone of the language is not appropriate and the site is somewhat representative of the industry you are promoting. | The tone of language is not appropriate nor does the site represent the industry you are promoting. | The tone of language is inappropriate and the site does not represent the industry you are promoting. |
| **Spelling and Grammar** | There are no errors in spelling, punctuation or grammar in the final draft of the web site. | There are 1-2 errors in spelling, punctuation or grammar in the final draft of the web site. | There are 3-4 errors in spelling, punctuation or grammar in the final draft of the web site. | There are 5 errors in spelling, punctuation or grammar in the final draft of the web site. | There are 6 errors in spelling, punctuation or grammar in the final draft of the web site. | There are multiple errors in spelling, punctuation or grammar in the final draft of the web site. |
| **Work Ethic** | Always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others | Usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others. | Usually uses classroom project time well, but occasionally distracts others from their work. | Uses classroom time sparingly and often distracts others from their work. | Rarely uses classroom project time well and often distracts others from their work. | Does not use classroom project time well or typically is disruptive to the work of others. |