

## Form:

- Content is well organized / arranged or ordered to promote easy eye flow.
- Your aesthetic decisions will always speak of you. Consider all aesthetic decisions for what they express / communicate
- Arrangements and Elements of art consideration – no clashing images or colours
- Site is edited for spelling, grammar and structure.
- The site is easy to navigate - the main page is labeled **index.html** and all pages have a link to the index page.
- The pages are scaled to fit comfortably in a 600 x 800 pixel screen (content of any page appears clear and simple to read and find in this space).

## Technical:

- All links and pictures work.
- The images are scaled in Photoshop and have small file sizes.
- Technical mastery OR Creativity (creative use of the medium)
- Directory trees are organized + no spaces or symbols in titles.

## Content:

Does your site include:

- A main page with basic info and links •2 sub pages ready for content (e.g. biography, art works, or resume)
- At least three artworks are included and are optimized to fit the screen.
- Relevant Information: Titles, sizes, and media used to make artworks.
- Well edited descriptions of your art works and all other copy.
- A structure that is expandable, ready to accept more pages and content. Folders and site structure reflects the 5S strategy.

## Planning, Sketches and journals:

You have sketches and/or notes that demonstrate:

- 3 different web site concepts and
- 3 variations of one concept
- A concept map for site structure
- Maintain your documentation of your process in notes,
- risk taking or innovation?

