

Webstie Elements to Include	N/D	Level 1	Level 2	Level 3	Level 4	
Five Page Website Develop a min. of five pages (including home) Each page should be fully developed with headings, sub headings and complete body text content.		- 2-3 pages limited development of content	3-4 pages - some development of content	5 pages - Full development of content	5+ plus pages - Through page development of five plus pages	/25
4 Web Banners\Headers - Create four web banners\headers using Photoshop for your site. The web banners\headers should combine text and graphics and enhance and support the overall design of the site. Each Banner/header should contain at least 3 layers (Background, graphics and text)		- Limited number of web banners\headers using Photoshop. -The web banners\headers are limited in combining text and graphics to enhance and support the overall design of the site. - Banner/header contain less than 3 layers (Background, graphics and text) - Sizing for banners is limited and inconsistent from each other	- Some of web banners\headers using Photoshop are complete. -The web banners\headers are somewhat successful in combining text and graphics to enhance and support the overall design of the site. - Banner/header contain less than 3 layers (Background, graphics and text) - Sizing for banners have some and consistent elements	- 4 web banners\headers using Photoshop. - The web banners\headers are successful in combining text and graphics to enhance and support the overall design of the site. - Banner/header contain 3 layers (Background, graphics and text) - Sizing for banners is consistent	- 4 web banners\headers using Photoshop. - The web banners\headers are highly successful in combining text and graphics to enhance and support the overall design of the site. Banner/header contain 3 or more layers (Background, graphics and text) - Sizing for banners is consistent - Banners display polish and good design principles	/20
Movie - Includes at least 10 different shots and shot types. - Has clear sound quality - Relates to and adds to content of the site		- 2-4 different shots and shot types. - Has limited clear sound quality - Relates to the content of the site with limited success	- 5-7 different shots and shot types. - Has some clear sound quality - Relates to the content of the site with some success	- 8-10 different shots and shot types - Has clear sound quality - Relates to the content of the site with considerable success	- 10+ different shots and shot types. - Has clear sound quality with superior master mixed result - Relates to the content of the site with a high degree of success	/20
Flash Animation - Create two flash animations that integrate text and graphics together and support the content of your site or one rotoscope animation.		- Created one flash animations with graphics that supports the content of site with limited success	- Created one flash animations with graphics that supports the content of site with some success	Created one flash animations with graphics that supports the content of site with considerable success	- Create two flash animations that integrate text and graphics together and support the content of your site or one rotoscope animation with a high degree of success	/15
Technical Elements HTML Styles -Develop html styles for site headings, sub headings and paragraph text that are consistent throughout the site.		- Limited development of html styles for site headings, sub headings and paragraph text	- Some development of html styles for site headings, sub headings and paragraph text	- Consistent development of html styles for site headings, sub headings and paragraph text	- Highly consistent throughout the site adding to overall tone and style of site.	5
Table of Contents - Create links on each image to a location in your site or to an external site. - Create captions on the image that are viewable all the time.		- A limited number of links on each image to a location in your site or to an external site. - A limited number of captions on the image that are viewable all the time.	- Some links on each image to a location in your site or to an external site. - Some captions on the image that are viewable all the time.	- Links to all pages on the site and to related external sites. - Captions on all images that are viewable all the time.	- Links to all pages on the site and to related external sites. - Captions on all images that are viewable all the time. - Image sizing is consistent and adds to overall style and tone of site	/5
Slide Show Banner\Header - Create a slide show of your four Banner\Header on your home page be sure to size the banners to the exact same size and scroll automatically		- 2 slide Banners\Headers on your home page sized to a similar size	- 3 slide Banners\Headers on your home page sized to a similar size	- 4 Banners\Header on your home page sized to the exact same size	- 4+ Banners\Header on your home page sized to the exact same size	/5
Anchors - Create a min. of 5 anchors that link to a specific location on a page(s)		- 1-2 anchors that link to a location on a page(s)	- 3-4 anchors that link to a specific location on a page(s)	- 5 anchors that link to a specific location on a page(s)	- 5 anchors that link to a specific location on a page(s) and have a return to top feature	/5 /100