

RPW450 Web Writing & Digital Citizenship

Project Evaluation: Web Project (WP)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Project Evaluation: Wireframe

Total Points (100 possible)	score
Content (40 points possible)	score
Design (40 points possible)	score
Professionalism (20 points possible)	score

Evaluation Criteria: Content

- # Memos are framed properly, provide appropriate context & discussion of the project. The final memo requests appropriate action regarding the accompanying project.
- # Website establishes a clear sense of purpose.
- # Website presents appropriate content effectively, demonstrates awareness & respect for audience needs & expectations.
- # Website presents multimodal content effectively & appropriately for core genre.
- # Navigation within and from site effective, functional, & appropriate.
- # Site & experience architecture is consistently effective throughout the website.

Evaluation Criteria: Design

- # Memos meet format and layout expectations for the genre.
- # Website establishes & maintains a strong, consistent visual logic.
- # Website presented in professional page design that effectively coordinates content elements.
- # Website design demonstrates attention to inclusive, accessible details & standards.

Project Evaluation: Prototype

Total Points (100 possible)	score
Content (40 points possible)	score
Design (40 points possible)	score
Professionalism (20 points possible)	score

Project Evaluation: Wireframe

Total Points (400 possible)	score
Content (120 points possible)	score
Design (120 points possible)	score
Professionalism (80 points possible)	score
Revision (80 points possible)	score

Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in appropriate formats posted to the designated location.
- # Submissions demonstrate consistent professionalism & attention to detail.
- # Written content is grammatically sound.
- # Written content is stylistically appropriate (economical, direct), & utilizes audience-appropriate terminology.

Evaluation Criteria: Revision

- # Final submission demonstrates effective response to feedback on prototype.
- # Final submission represents continued, effective development of content & refinement of design.

Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission