**Web Design and Digital Culture | WRIT 4230/5230 | Stroupe Name:
Checklist: Action Project**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **0** | **1** | **2** | **3** | **4** |
| **1:** the extent to which the project is focused on enabling and motivating a specific action in the physical world which matters to someone in some way  |  |  |  |  |  |
| **2:** that the page addresses a particular audience who is capable and likely to perform this specific action |  |  |  |  |  |
| **3:** the degree to which this audience is deliberately chosen, defined, understood, considered, and addressed in the writing and design of this page |  |  |  |  |  |
| **4:** how well the page makes clear its purpose to its audience  |  |  |  |  |  |
| **5:**  the extent to which the page provides the practical and relevant information (and other content) necessary to enable and motivate the audience to perform the action |  |  |  |  |  |
| **6:** the degree to which the page strategically uses screen real estate to highlight the content and realize the page’s purpose |  |  |  |  |  |
| **7:** the extent that the page is sufficiently usable and readable to prevent unintended confusion or distraction |  |  |  |  |  |
| **8:** how well the page uses techniques of contrast, repetition, alignment, and proximity to create an effective visual hierarchy  |  |  |  |  |  |
| **9:** the degree that the page’s writing and design creates effective, implied personas of the page’s “sponsor” or presenter (ethos) and of the page’s intended audience (pathos) |  |  |  |  |  |
| **10:** how well the “idiom of web design” is deployed to achieve all the above (that is, to what degree the page looks, feels, and functions like an effective web page) |  |  |  |  |  |
| **11:**  how thoughtfully the project is analyzed in a **formal, well-written, grammatically correct commentary** of at least **500 words** (about 2 double-spaced pages), speaking to the criteria above and using critical terms from class.  |  |  |  |  |  |
| **12:** how well the page is realized technically using HTML and style sheets; that the page is stable and functional on a variety of screens and browsers |  |  |  |  |  |

**4.** **Exemplary** results in this category. This project would serve as a publishable model for what this assignment, and this class, is intended to teach.

**3. Excellent results** that provide a worthy example for other students in the class.

**2. Good, solid work** in this category with further opportunities for development

**1. Effort is evident here**, though results are not sufficiently realized.

**0.** Results marginal, or not evident or explicit

Class Rank \_\_\_\_\_\_\_\_\_

Percentage Grade \_\_\_\_\_\_\_\_\_