LEARNING RESOURCE
SPA - MEDIA ARTS

NCCA

THE WORLD WIDE WEB 2

QUARTER 4 - MODULE 1

the PerfLab
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LEARNING RESOURCE for MEDIA ARTS
WORLD WIDE WEB 2

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INTRODUCTION & OBJECTIVES

Welcome to Quarter 4! We are on our final stretch for the school year! This quarter, you will learn more about the web page, the importance of having a web development process, and how applying proper project management will contribute to the success of your project. At the end of this module, you will learn more about the Cascading Style Sheet and how to apply it in your HTML website.

To be able to acquire the necessary hands-on experience, a basic computer with a free Text Editor software is recommended so you can try the codes yourself as you go through the module.

At the end of this quarter you will be able to:

1. Develop an understanding of the principles of web design and development and combine with visualization.

2. Identify the different parts of a web page to be able to develop a compelling website project.

3. Create websites using basic HTML codes and CSS styles that can cater to an intended target user.

4. Define the different types of graphics that you can use to be able to create a functional website.

5. Explain the different web development processes to be able to effectively plan and manage a website project.

This Learning Resource may be used for, and is applicable to, the following DepEd Codes:

- SPA_MA-OP8-IVa-1

- SPA_MA-OP8-IVb-c-2

- SPA_MA-OP8-IVd-g-3

- SPA_MA-OP8-IVh-j-4

So, if you are ready, let's begin!

TOPIC 1: GRAPHICS FOR THE WEB

Providing a rich and meaningful experience for your users when they visit your website would mean using media such as photographic images and vector illustrations to enhance the content. However, you must remember that the technical requirements for images to be used on a website are different from a printed output like posters and flyers.

Image Optimization

Converting your image files into smaller file sizes will help the website load these images faster and improve the loading speed of your webpage. This process is called image optimization. You can use different graphic design software and apps to optimize your images.

Difference Between .png, .jpeg, .gif

Ever wondered what file type should be used for the images of your websites?

JPEG	
Best for photographs, or static images with a lot of colors, shadings, and gradients.	

GIF When a photo that has a lot of details is saved as a .gif file, the texture will become grainy. That is why GIFs are best used for vector illustrations with web animations and flat design.	
PNG Can be used for logos, vector illustrations, or images that require a transparent background. PNGs can also be used for photos. However, the quality of PNGs for photos are not as good as compared to JPEG.	

(Image from freepik.com*)*

Notice also that there are color differences between a .jpeg, .gif, and a .png file most especially on vector illustrations.

JPEG	GIF	PNG
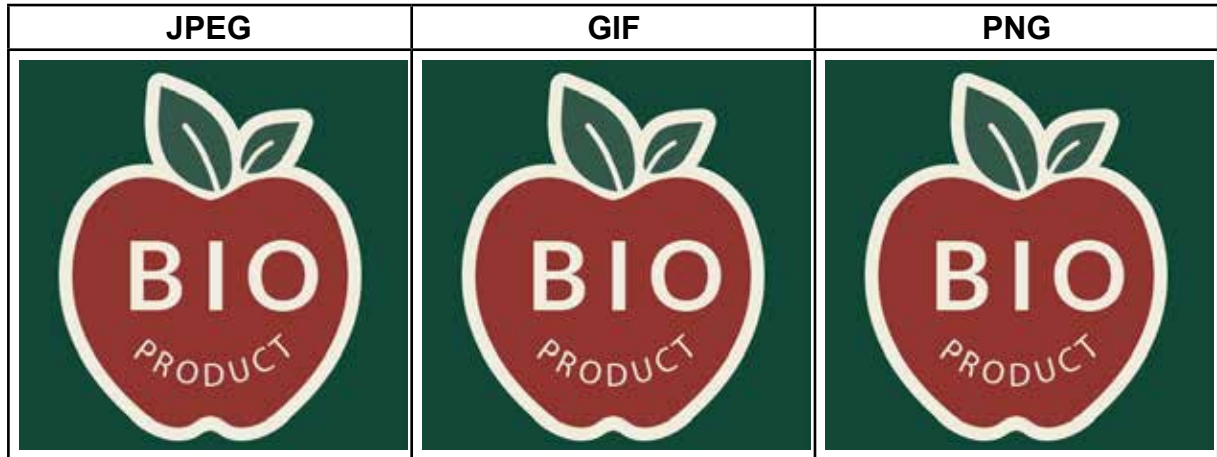
(Image from freepik.com*)*

Technical Requirements
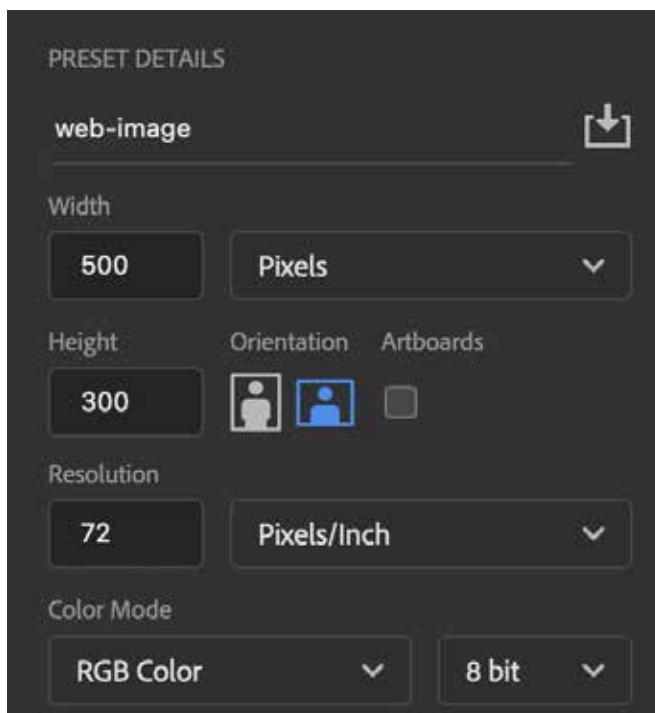
When working with web graphics, it is always best to work with pixels (px) since you are working on screen. Centimeters (cm), or inches (in) are best used when you are working with a printed output.

The standard resolution for web images is 72 ppi or pixels per inch. Anything greater than this may cause your website to load slowly.

Other graphic design apps such as Canva can automatically convert your images and optimize it for the web. Adobe Photoshop has preset templates as well that are fit for websites.

TOPIC 2: ANATOMY OF A WEB PAGE

A web page is just like a document, only this time, it is viewable in a browser with an internet connection. Just like a newspaper or a magazine layout, a web page has an ideal layout and set of elements that most web designers follow to create an effective website.

Logo

The logo allows your users to know who or what the website is about. This is usually placed on the upper left corner of the web page, or in the center, and it can be seen in all of the pages. Ensuring that the logo is placed in all of the web pages will make the website look cohesive.

Header

The header is one of the things that your visitors will see when they visit your website. The header must be compelling enough to catch their attention and actually convince them to stay on your website and browse through the pages.

Main Navigation

The main navigation contains the links to the main pages of your website. Usually, a main navigation consists of the following pages: Home, About, Services, Portfolio, Contact.

This website from www.conservateur.fr shows the three basic elements of a webpage: the logo which is located on the top left area, the main navigation is located beside the logo (which is also a great practice), and the header consists of compelling design elements and content.

Body Content

Content is king! Content is king! Content is king! Your content should be compelling and interesting. Content can be text, images, photos, or any media that communicates a message. If your text content is too long, you can break the paragraphs by adding supporting photos, illustrations, or videos as supplementary materials.
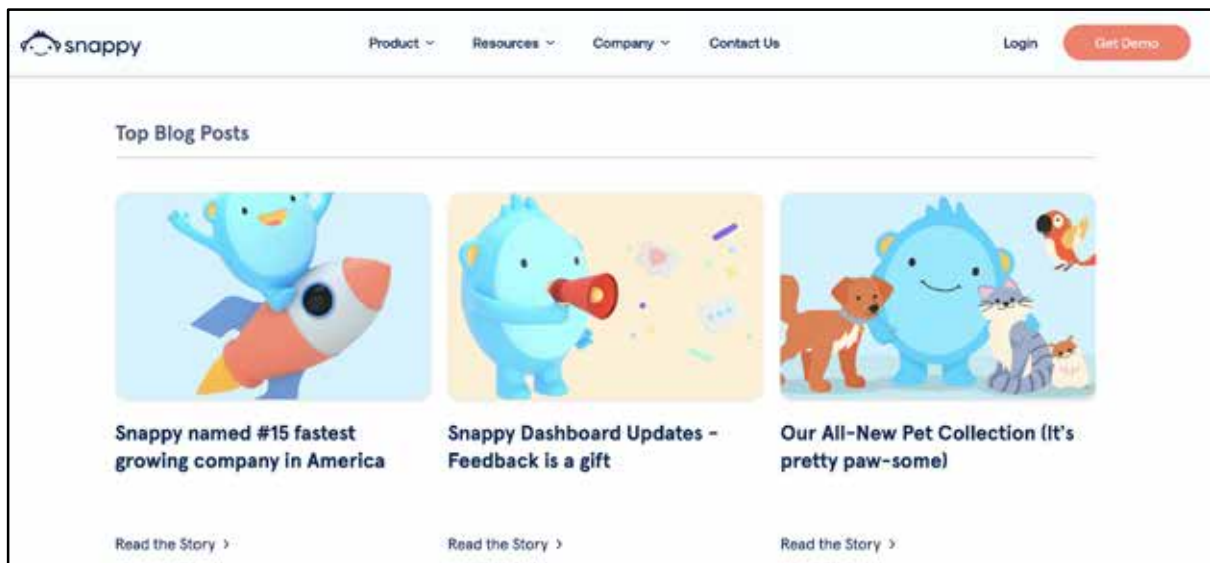
Snappy.com *has a blog page that allows users to engage and interact with one another. Providing more content, by sharing stories just like Snappy, allows your users to get to know you and your website better on a different level.*
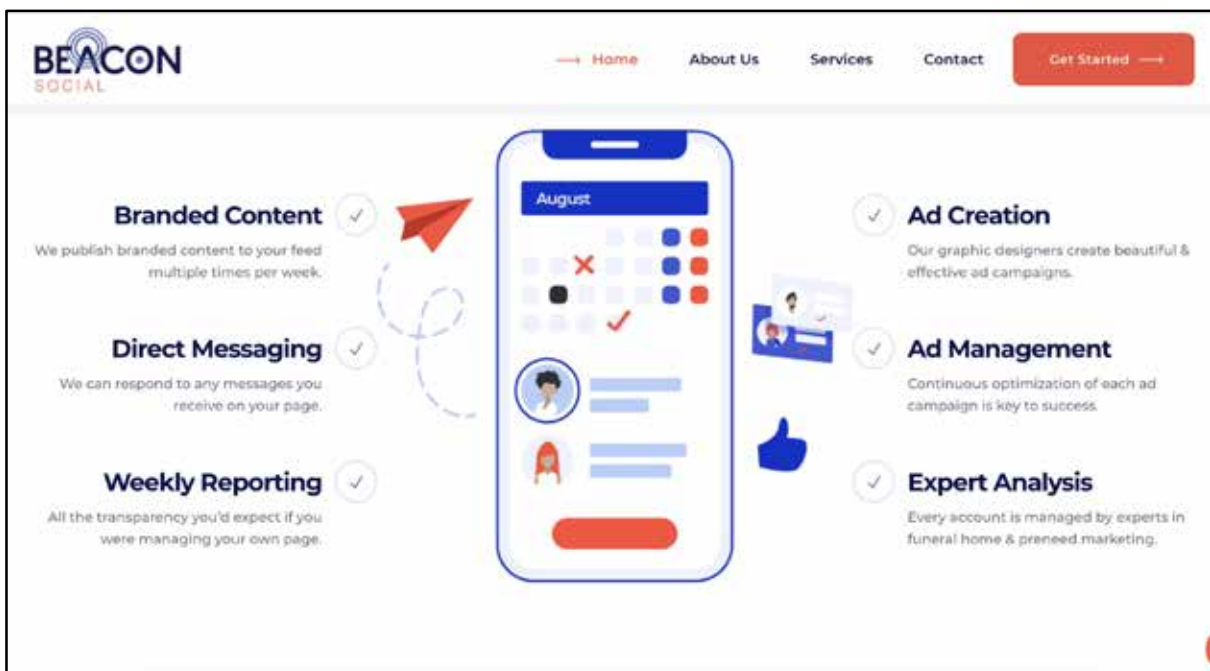
Can you imagine the Beacon Social webpage with just pure text and no illustrations or supporting elements? Boring right? Adding images (which are also content), can help you enhance your page and strengthen the message that you want to communicate to your audience.
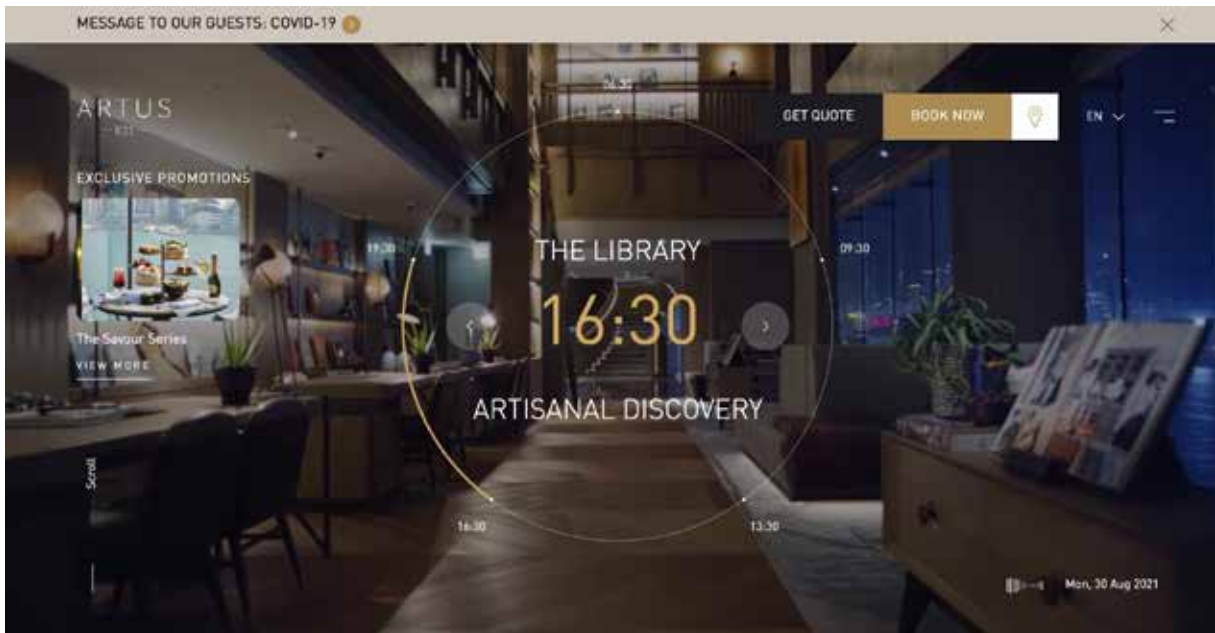
This website www.artus.com.hk has supersized video headers that look like a walkthrough of the different facilities of the hotel. Beautiful music will also greet you when you enter the website, which makes you feel as if you are actually in the hotel.

Call to Action Buttons

Call to Action (CTA) are buttons that tell your users what they need to do when they visit the website. For example, if you want your users to check out your portfolio page, your CTA can be on the header of the main page of the website, and it can say "Check out my portfolio!" So when your users click on that button, it goes to the portfolio page.

In the website planetoflana.com, there are two Call to Action buttons: the "Play Trailer" button, and the "Wishlist on Steam".

Footer

The footer signals the end of your webpage. Make sure not to skip this section! More and more designers have used the footer section to place more content in. A short contact form, maps, social media links, and navigation links can also be placed on the footer section. You can design the footer section of your website just like how you design the body content. Gone are the days when the footer would just be a plain bar at the bottom of the page that contains copyright information.
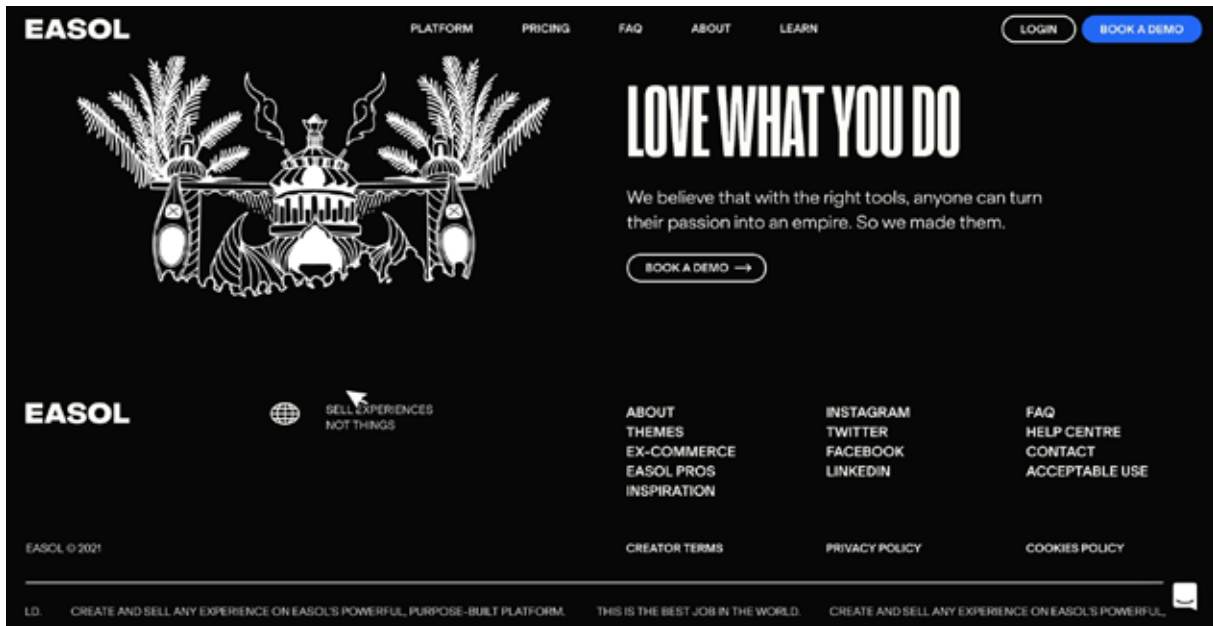
The footer section of the Easol website was designed so seamlessly that you wouldn't think it even had a footer section!

The footer section from naturaldiamonds.com contains a short information about the company. This is a great alternative especially if the company overview text of your website is short.

ACTIVITY 1: BASIC WEB PAGE FORMAT

Using a piece of paper and your writing materials (pencil or pen), draw your ideal web page layout. Don't think about whether you can do the layout or not. Imagine you are a seasoned web designer and that you are conceptualizing your brand new portfolio website. You can use different coloring materials to enhance your design. Make sure to apply the different elements of the website:

1. Logo

2. Header

3. Main Navigation

4. Body Content

5. Call to Action button/s

6. Footer

See Appendix 1 for sample layout. But keep in mind that this is just an example! Be creative when you make your layouts, at the same time be mindful of the basic elements.

TOPIC 3: WEB DEVELOPMENT PROCESS

Have you ever thought of accepting commissioned web development projects? Doing so will not only help you widen your network and put you on the local map (yes, even just within your own city counts), it will also help you widen your skills because of the different situations you may encounter and have to troubleshoot while developing a website. Before offering your web development services, learn the process of web development, the importance of creating a proposal, and proper project management.

The Process

Knowing the basic web development process will help you ensure a smooth transaction and better relationships with your future clients. Remember that this is not a cookie-cutter process. You will learn how to create your own process as you widen your experience in web development and project management.

1. **Services and pricing** - Identify your services, and how much you will charge for these services. This can be your baseline reference whenever someone asks for your rates.

2. **Looking for clients** - There are many ways on how to look for clients. You can start with your relatives and friends. Social media is a great way to advertise your services as well!

3. **Exploratory meetings** - An exploratory meeting with a potential client is a great start. This allows you and your client to discuss more about the details of the project.

4. **Submission of proposals** - A proposal is an important document which details the information of the project. This contains the scope of your work and some expected deliverables based on your exploratory meeting with them.

5. **Submission of billing invoices** - A billing invoice is a document that you can create yourself. This details the deliverables and the corresponding rates and the overall total project cost. You can use this document as your basis to track your client's payables including the dates of payments.

6. **Production phase** - This is usually the most tedious part of the process as this is the time when you already need to produce your project.

7. **Presentation** - When you are done with certain deliverables of your project, you may be asked to present your design studies, some mock-ups, or even the status of your production.

8. **Final approval** - Receiving a final approval from your client could signal the end of the project. Don't forget to send your final billing to your client for any other balances that need to be settled!

Project Management

Now that you have booked a client, proper project management is important to ensure a smooth delivery. Having an effective system will help you finish your project and submit before the deadline.

1. **Collect your content** - Content means text, images, videos, and other media that you would like to include in your website.

2. **Organize your files** - After collecting your content, organize your files. If you have a computer, create designated folders for your files so that you won't have a hard time locating it once you start with the production of your project.

3. **Plan your tasks and schedules** - Create your own calendar and plot your tasks and schedules. Proper time management is important to ensure that your projects are submitted on time.

4. **Communicate with your team** - Working with other people can be challenging without proper communication. Make sure to communicate properly with your team members. Set up a group chat or create a Padlet account so that everyone is in the loop.

5. **Stick to the plan** - Stick to the plan but be open to some changes, too! Sometimes, plans change in the middle of the project. But it's okay. Just make sure that these changes are properly communicated!

ACTIVITY 2: REFLECTION PAPER ON WEB DEVELOPMENT PROCESS

After learning about the web development process, share your thoughts:

1. What do you think is the importance of having a web development process?

2. As a designer, what are the pros and cons of applying a process in your projects?

3. Why is it important to have proper project management skills whenever you have a project?

4. Recall a past experience wherein you weren't able to practice proper project management? What happened? How did you resolve it? Past experiences can be from group projects, too!

TOPIC 4: CSS INTRODUCTION

Cascading Style Sheet (CSS) is a document that contains formatting information, and tells how elements are supposed to be displayed in a webpage. CSS can be applied in an HTML document, or attached as an external file using the .css file extension (ex: style.css).

Style sheets can be used in three different ways:

First: Inside an HTML tag

```
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
</head>
<body>
    <h1 style="color: red; background:black;">This is a red
    heading with a black background</h1>
</body>
</html>
```

This may work for a simple HTML webpage, but this is not a good method to use for bigger websites because it will bloat your HTML and make website maintenance a real headache.

ACTIVITY 3: TRY IT YOURSELF! CREATE YOUR FIRST CSS STYLE INSIDE AN HTML TAG

Step 1:

Create a new folder in your computer and name it as "css-exercise".

Step 2:

Create a new HTML file by opening any available Text Editor software you have on your computer. One of the most common Text Editors is the Notepad for Windows, or TextEdit for Mac. Click **FILE > NEW** to create a new document, save the file as **index.html** and place it in the css-exercise folder.

Step 3:

In your **index.html** file, type these codes and save.

```
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
</head>
<body>

</body>
</html>
```

Step 4:

Copy the HTML and CSS in the <body></body> section

```
<h1 style="color: red; background:black;">Insert your text here</h1>
```

Save your files. Open the HTML file in a browser. Take a screenshot and show it to your teacher!

Second: Embedded in the `<head></head>` section of the HTML page, using the `<style></style>` tag.

```html
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
    <style media="screen" type="text/css">
        h1 {
            color: red;
            background-color: black;
    </style>
</head>
<body>
    <h1>This is a red heading with a black background</h1>
</body>
</html>
```

If you have a complex and a website that has several pages, the styles must be downloaded every time someone visits a page, and can cause a slightly slower browsing experience for your users.

ACTIVITY 4: CREATE A CSS STYLE INSIDE THE <HEAD></HEAD> SECTION

Step 1:

Create a new HTML file. Copy and paste these codes:

```
<!DOCTYPE html>
<html>
<head>
     <title>This is the Title of the Page</title>
</head>
<body>
     <h1>This is a red heading with a black background</h1>
     <p>this is the main paragraph</p>
</body>
</html>
```

Step 2:

Add this code in the <head></head> section

```
<style media="screen" type="text/css">

     h1 {

          color: red;

          background-color: black;

</style>
```

Save your files. Open the HTML file in a browser. Take a screenshot and show it to your teacher!

Third: As an external document, saved as a .css file (ex: style.css)

```
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
    <link rel="stylesheet" type="text/css" href="style.css"
    media="screen"/>
</head>
<body>
    <h1> This is a red heading with a black background</h1>
</body>
</html>
```

This is the most common method of applying CSS styles to an HTML document. With this method, all of your style rules are contained in a single text file. Website maintenance is easier since you just need to open the CSS file to update the styles.

ACTIVITY 5: CREATE A STYLE.CSS FILE

Step 1:

Create a new HTML file. Copy and paste these codes:

```
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
    <link href="style.css" rel="stylesheet" type="text/css">
</head>

</head>
<body>
    <h1>This is a red heading with a black background</h1>
    <p>this is the main paragraph</p>
</body>
</html>
```

Step 2:

Create a css file by naming it as "style", and use the file extension ".css" (style.css)

Step 3:

In the style.css file, copy and paste these codes:

```
@charset "UTF-8";

h1 {
    color: red;
    background-color: black;
}
```

Save your files. Open the HTML file in a browser. Take a screenshot and show it to your teacher!

TOPIC 5: CSS SYNTAX

A CSS syntax contains a selector and a set of declarations which are composed of properties and values. The selector identifies the element that you want to style. The declaration starts and ends with a curly bracket { and }, which contains a CSS property name and a value, and is separated by a semi-colon.

``h1 {
    color: red;
    background-color: black;
}```
 	
Some points to remember:
 	
1. The declaration block must be inside the curly brackets { }
 	
2. Each declaration line is ended with a semicolon
 	
3. Make sure that the properties and values are correctly spelled!	

In this example, all Heading 1 elements will be in red text, with black background color.

```
h1 {
    color: red;
    background-color: black;
}
```
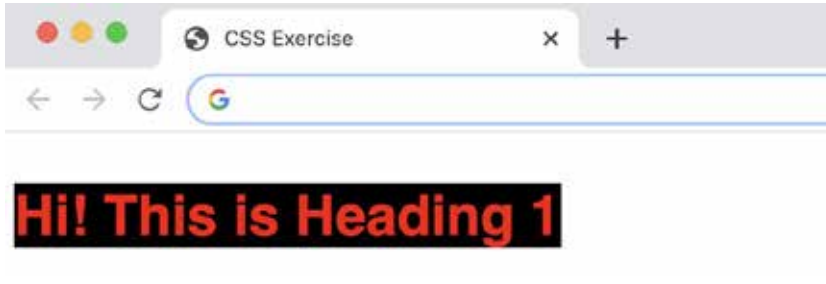
TOPIC 6: DIV TAGS

The `<div>` tag is the most commonly used HTML tag in web development. It helps you separate your content on a webpage, create specific sections, and style this tag using CSS. The purpose of div tags is to hold content. This content can be placed anywhere on your webpage and it can even overlap by applying different styles. The content can consist of different elements which are styled by CSS.

Check out the example below to see how a `<div>` tag was applied in HTML. Just like other HTML tags, a `<div>` tag must have an opening and closing tag: `<div>` and `</div>`, and should be located inside the `<body>` tag.

```
<html>
<head>
    <title>CSS Exercise</title>
    <link href="style.css" rel="stylesheet" type="text/css">
</head>


<body>


<div id="container">
    <h3>Hi! This is Heading 3</h3>
    <p>This is the paragraph. This is in blue text</p>
</div>


</body>
</html>
```

TOPIC 7: BASIC SELECTORS

Now that you already know the basic CSS syntax, and the <div> tags, let us now move on to Basic Selectors. A CSS selector allows you to specify the HTML element/s that you want to style.

Tag or Element Selector

This selector selects the default HTML tags, and is based on the tag name. Example: `<p>, <h1>, <table>, <header>,` etc.

In this example, all Heading 3 elements will be in red text, with black background color; and all Paragraph elements will be in red text.

```
h3 {
  color: red;
  background-color: black;
}


p {
  color: red;
}
```

Here are some common HTML tags that you can style in CSS:

Headings `<h1>` to `<h6>`	Example
h1 to **h6** (**h1** being the largest, **h6** the smallest) Default sizes of headings: **h1:** 32px **h2:** 24px **h3:** 18px **h4:** 16px **h5:** 12px **h6:** 11px *Take note, font sizes for h1 - h6 tags are different from browser to browser. You may use these sizes as your generic guide, and may change the size according to your preference.*	```h1 { color: red; background-color: black; text-align: center; } h4 { color: red; text-align: left; font-size: 14px; font-weight: bold; }```
Paragraph <p>	**Example**
The default size of the paragraph is 16px. You can also change the size, depending on your design.	```p { color: #660055; text-align: left; font-size: 14px; }```

Lists `<ul>`, `<ol>`	Example
| A list will allow you to group related text together, or enumerate certain things. This also helps you organize your content on your website.<br><br>`<ul>` is an unordered list, usually in a bullet format.<br><br>`<ol>` is an ordered list, usually marked by numbers. | ```css
ul {
  list-style-type: circle;
  color: #660055;
  font-size: 14px;
}

ol {
  color: #ff0000;
  font-size: 14px;
}
``` |

There are a lot of HTML tags that you can style using CSS. You may browse through the internet to check some of the available cheat sheets that you can use as your reference.

ID Selector

Similar to tags, you can also use the same properties in the ID selectors. The ID selector is used to select a specific element and is unique within a page. There are no default ID selector names but there are standard ones that you can use. You must include a hash (#) character before the ID element to declare it as an ID selector.

How it looks like in the HTML file
```html
<html>
<head>
     <title>CSS Exercise</title>
     <link href="style.css" rel="stylesheet" type="text/css">
</head>

<body>
<div id="container">
     <h3>Hi! This is Heading 3</h3>
     <p>This is the paragraph. This is in blue text</p>
</div>

</body>
</html>
```

How it looks like in the stylesheet file (style.css)

```css
h3 {
  color: white;
  background-color: darkblue;
  padding: 5px;
}

p {
  color: darkblue;
}

#container {
  width: 900px;
  height: 500px;
  padding: 30px;
  background-color: lightblue;
}
```

And this is how it looks like on a browser

Class Selector

A class selector has the same properties and values of an ID selector. They have similar behaviors and can also be applied on a <div> tag. The only difference is that classes can be used multiple times on a page (unlike IDs, which are unique and are used only once), and that classes start with a period (.) character.

How it looks like in the HTML file

```
<html>
<head>
    <title>CSS Exercise</title>
    <link href="style.css" rel="stylesheet" type="text/css">
</head>


<body>


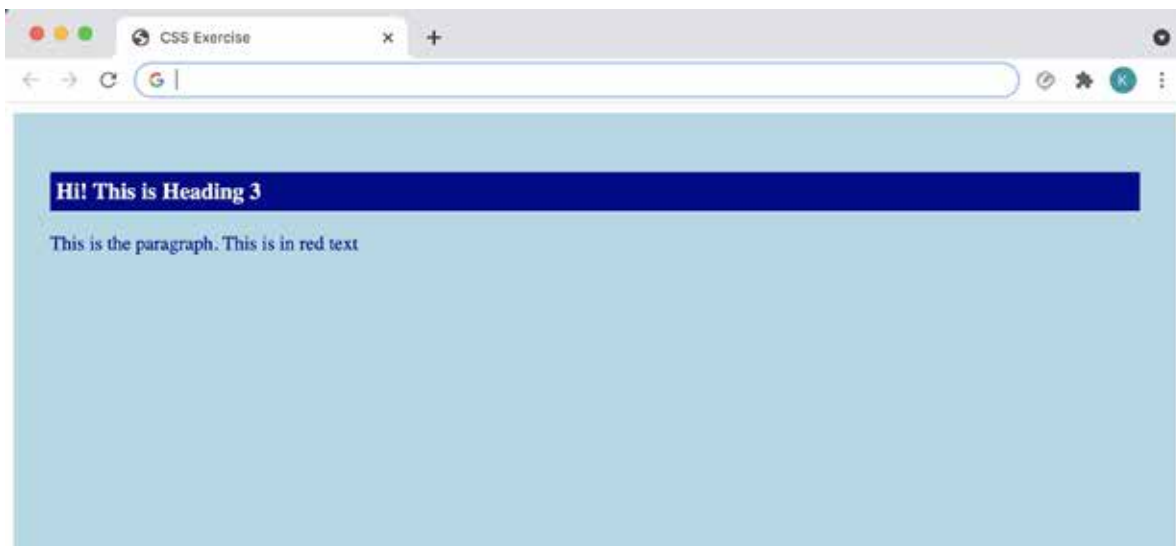<div class="row"><h1>Hi! This is Heading 1</h1></div>
<div class="row"><p>This is the default paragraph style.</p></div>
<div class="row">This is a row with its own text styles.</div>


</body>
</html>
```

How it looks like in the stylesheet file (style.css)

```css
h1 {
  color: white;
}


p {
  color: #f9d5e5;
  font-weight: normal;
}


.row {
  background-color: #622569;
  color: #eeac99;
  margin: 10px;
  padding: 10px;
  font-size: 18px;
  font-weight: bold;
}
```

And this is how it looks like on a browser

ACTIVITY 6: APPLYING CSS

Step 1

Create a new HTML file. Copy and paste these codes:

```
<!DOCTYPE html>
<html>
<head>
    <title>This is the Title of the Page</title>
    <link href="style.css" rel="stylesheet" type="text/css">
</head>


</head>
<body>
    <h1>This is a red heading with a black background</h1>
    <p>this is the main paragraph</p>
</body>
</html>
```

Step 2

Create a css file by naming it as "style", and use the file extension ".css" (style.css)

Step 3:

In the CSS file, create CSS rules for the following:

1. Heading 1 <h1>
2. Paragraph <p>
3. An ID div for container
4. A class div for row

Apply the CSS rules in your HTML codes.

Save your files. Open the HTML file in a browser. Take a screenshot and show it to your teacher!

TOPIC 8: WEB DEVELOPMENT APPS

Developing a website can be a daunting task. However, you can be an experienced web designer in no time just as long as you practice the craft. If you find the hard coding a little intimidating, you can always opt for easier alternatives in creating a website. What's important is that you were able to learn the basics of web development from our previous lessons.

Here are some apps that you can use for your web project:

1. **Wordpress** - Wordpress allows you to create beautiful websites with a lot of features that are perfect for your personal projects and blogs. Wordpress provides dozens of templates to choose from that you can also customize and apply the basic web design skills that you acquired from our lessons.

2. **Wix** - This is a great free web development app that you can use for your projects. This is a fully managed subscription service wherein Wix handles the hosting, back-ups and security of your websites. You may opt to choose the free account with limited features or the paid account with more advanced choices.

3. **Adobe Dreamweaver** - Dreamweaver is a paid, extensive web development app that you can use to edit your HTML and CSS files. It has a WYSIWYG editor ("What You See Is What You Get") that allows you to see your website edits in real time without having to view it in a browser.

4. **Sublime** - Feeling brave? Sublime is a free app that you can download on your own computers. This is a text editing tool, similar to Notepad, that allows you to hard-code HTML and CSS files.

5. **Canva** - Although a graphic design app, you can use Canva as a tool to create optimized images for your websites. The free version of Canva offers hundreds of design elements, and dozens of typefaces and templates.

SUMMATIVE ASSESSMENT #1:
PORTFOLIO WEBSITE FINAL PROJECT - PART 2

OPTION 1

Remember your final project from last quarter? Time to pull that out and enhance your website by applying different CSS rules and adding content (text, images, videos, social media links)

Your 4-page portfolio website should contain the following:

- **Home Page** - This is your index.html.

- **About Me** - A page about you, your skills, or anything that you want your future clients to know about you. Remember the internet safety tips discussed in the previous lesson.

- **Portfolio** - Place your sample works here. A brief description per work is recommended.

- **Contact Me** - Let your clients know how they can get in touch with you if they want to hire you!

Requirements for CSS styles:

1. A <div> ID

2. A <div> class

3. Heading 1 to Heading 6

4. Paragraph

You can be as creative as you want. Just make sure not to go overboard and still apply the basic principles and elements of design.

OPTION 2

Create a portfolio site using Wix. Your Wix website should have the following pages:

- **Home Page** - This is your index.html.

- **About Me** - A page about you, your skills, or anything that you want your future clients to know about you. Remember the internet safety tips discussed in the previous lesson.

- **Portfolio** - Place your sample works here. A brief description per work is recommended.

- **Contact Me** - Let your clients know how they can get in touch with you if they want to hire you!

- **Socials** - Link your social media sites to your portfolio website!

SUMMATIVE ASSESSMENT #2:
REFLECTION PAPER

Submit a final reflection paper that talks about what you learned from this term. The guide questions below can serve as your guide. Make sure to answer in a paragraph format.

1. If you can create your own web development process, how would the process be like? Discuss the purpose of each step.

2. Why is it important to know the different technical requirements for the web? How will this benefit you as a web designer?

3. Make a comparative assessment on WordPress, Wix, and Dreamweaver. You may use the internet to know more about these apps. Identify the different functions of these apps, and as well as its pros and cons.

4. If you are to choose between the three apps, which do you think is best for you? Why?

RUBRICS

Reflection Papers

	Excellent 94-100	Very Good 87-93	Acceptable 79-86	Needs Improvement 70-78
Insights **50%**	The learner makes surprising insights. He/she sees or perceives meanings that indicate his/ her deeper reading and appreciation of what needs to be analyzed.	The learner makes very good insights as far as meanings and messages in the topic. He/ she shows an ability to perceive more than what is physically visible in what needs to be analyzed	The learner makes good insights as far as meanings and messages in the topic.. He/ she can perceive some deeper meanings, but most insights are shallow and superficial.	The learner makes shallow, superficial, or silly interpretations. There is no significant evidence of an attempt to derive or perceive meanings from what needs to be analyzed
Reflexivity **50%**	The learner makes perceptive or wise inferences about his or herself in the context of the topic. The learner expands his or her reflection beyond the context of the topic to make a statement on the human condition.	The learner makes perceptive or wise inferences about his or herself in the context of the topic. The learner attempts to expand his or her reflection beyond the context of the topic to make a statement on the human condition.	The learner makes shallow or expected inferences about his or herself in the context of the topic. There is no statement or comment made about these inferences in the context of the human condition.	The learner makes shallow inferences about how a work affects him or her. No attempt is made to reflect beyond the self.

Activities

	Excellent 94-100	Very Good 87-93	Acceptable 79-86	Needs Improvement 70-78
Application of Codes **40%**	The learner showed excellent proficiency in the application of HTML/CSS in the output. The application of HTML/CSS was maximized which shows a high level of mastery and understanding.	The learner showed a very good proficiency in the application of HTML/CSS in the output. The application of HTML/CSS was highly used which shows a good level of mastery and understanding.	The learner showed a good proficiency in the application of HTML/CSS in the output. The application of HTML/CSS was somewhat used which shows a satisfactory level of mastery and understanding.	The learner barely showed proficiency in the application of HTML/CSS in the output. The application of HTML/CSS was barely used which shows a low level of mastery and understanding.

Quality **40%**	The learner created an excellent quality web page. Layout/design is visually striking. All links, pages, and functions are complete and working.	The learner created a good quality web page. Layout/design is average. Links, pages, functions are mostly complete and working.	The learner created a mediocre quality web page. Layout/design is tolerable. Some links, pages, functions are complete and working.	The learner created a poor quality web page. Layout/design is dull. Most links, pages, functions are incomplete and not working.
Enthusiasm **20%**	The learner showed great enthusiasm and joy in producing the whole project. There is an obvious sense of enjoyment and happiness emanating from the individual works and the whole portfolio.	The learner showed enthusiasm and joy in producing the project. There is an obvious sense of enjoyment emanating from most of the individual pieces and the whole portfolio.	The learner showed some enthusiasm in producing the project. There is some sense of enjoyment emanating from individual pieces from the whole portfolio.	The learner showed little enthusiasm and joy in producing the project. The works give a sense of simply fulfilling a class requirement.

Final Project

	Excellent 94-100	Very Good 87-93	Acceptable 79-86	Needs Improvement 70-78
Creativity **30%**	The learner took something ordinary and made it uniquely their own. The project shows a keen sense of wonder and perceptiveness that allows the learner to go beyond tools and materials and create an effective visual communication tool.	The learner took something ordinary and brought the project to life. The project shows a sense of wonder and openness that allows the learner to go beyond tools and materials and create an effective visual communication tool.	The learner is able to produce a creative project. The project shows fairly commonplace ideas and the resulting works are what one must expect from a learner of this age and life experience	The learner is barely able to produce a creative project. The work shows cliché or poorly developed ideas and the resulting works are less than what one must expect from a learner of this age and life experience
Execution/ Output **30%**	The learner was able to apply all of the layout principles, and rules in typography and color theory in his/her project.	The learner was able to apply most of the layout principles, and rules in typography and color theory in his/her project.	The learner was able to apply some of the layout principles, and rules in typography and color theory in his/her project.	The learner was not able to apply the layout principles, and rules in typography and color theory in his/her project.

Content 30%	The project has a well-stated clear purpose and theme that is carried out throughout the site.	The project has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the project is somewhat vague.	The website lacks a purpose and theme.
Enthusiasm 10%	The learner showed great enthusiasm and joy in producing the whole project. There is an obvious sense of enjoyment and happiness emanating from the individual works and the whole portfolio.	The learner showed enthusiasm and joy in producing the project. There is an obvious sense of enjoyment emanating from most of the individual pieces and the whole portfolio.	The learner showed some enthusiasm in producing the project. There is some sense of enjoyment emanating from individual pieces from the whole portfolio.	The learner showed little enthusiasm and joy in producing the project. The works give a sense of simply fulfilling a class requirement.

APPENDICES

Appendix 1 - Sample Web Layout

WEB DESIGN SAMPLE REFERENCES

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