

Adv Web Design Studio
Final Project
Due Friday Dec 13, 2019 at 11:59pm on Courseworks

What to turn in:

1. A URL where your website is hosted live.
2. A PDF of a pitch deck
3. A video of you narrating your pitch deck (Should be under 5 minutes)

Grading Rubric:

Part 1. Site

- 1. (5pt) Technical functionality**
 - a. Do all elements function as expected?
- 2. (5pt) Visual information design**
 - a. Are the elements on the page so that they convey their relative importance?
 - b. Does their presentation fit within the users spotlight of attention?
- 3. (5pt) Interaction design**
 - a. High-level: Are there clear states and transitions?
 - b. Mid-level: Is there feedback on all intermediate goals?
 - c. Low-level: Are the number and usage of clicks efficient?

Parts 2 and 3: The Pitch Deck

1. **(5pt) Idea:** Does it help a specific person accomplish a specific goal?
2. **(5pt) Real world impact:** Is there proof that real people were helped by this application?
3. **(5pt) Narrative:** Is the presentation of the *impact* clear, concise and compelling?