**Web Site Checklist: Final Projects**

I’ll be looking for the following basics when I go to your home pages to give them final grades. Nothing fancy is needed!

1. first page: introduce topic and provide the most necessary information, with secondary page(s) providing additional information.

2. graphics: apply overall guidelines for use of graphics; get permissions if necessary. quality of the images used is high; text and images correlate with one another effectively

3. to show credibility: working email links, any other language or information to show expertise and credibility; online resumes should be attached

4. information on the pages: appropriate for the site’s audience and purpose

5. page organization: informative links that make sense and that work; from any one page you can reach the site's home page.

6. writing! quality of your writing; how well you adjust to writing for the web; information is factual, persuasive, and effectively communicates. Tone is professional.

7. look and feel: what impression does it give, the kind/color of background, the colors used in the text and in images, the type of header on the pages, the font size and style.