

IT 270 Milestone Three Guidelines and Rubric: Site Aesthetics

Overview: The final project for this course is the creation of a **website**. Throughout this course, there will be key milestone activities for you to take advantage of so that have adequate time to research, analyze, and put together your website. These milestones are designed to build upon each other so that you can get started on key aspects of your final project and receive valuable feedback from your instructor for improving upon your work as you construct your website. Remember to ***always review your Final Project Guidelines and Rubric document*** for how you will be scored on your final draft submission.

Note: You may complete this assignment in a separate Word document. If you choose to do so, be sure to number your responses to match the questions provided in the worksheet.

1. GENERAL PAGE TEMPLATE DESIGN

Briefly describe the general design approach you have planned for your site’s home page template, as well as any likenesses or differences for your supporting site pages. A general description of overall page template arrangement, with general design element placements, will suffice. (6–8 sentences)

2. CHOICE OF COLOR PALETTE

What colors have you chosen for your uncle’s website, and why did you make those choices? Have you chosen a primary color and one or more secondary “highlight” colors? Or have you kept your color choices simpler and more limited? (4–6 sentences)

3. TYPOGRAPHY CHOICES

Briefly describe the typefaces you have opted to use for your final website project, and why. While this can be a complex set of choices for a large site, you should probably keep your choices here simple—say, a sans-serif font for display (headline) type, and a serif font for body type. (4–6 sentences)

Remember to review your instructor feedback on this milestone. As you finalize elements of your site, one of your guidelines for submission is to include basic comments in your code that identify how your work in the milestones and instructor feedback informed key features or function choices on your site.

Rubric

Guidelines for Submission: Use 12-point Times New Roman font.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Attempted With Minimal or No Functional Issues (100%)	Attempted With Key Functional Issues (70%)	Was Not Evident in Submission (0%)	Value
Page Design	Clearly describes the page design approach for site home page and secondary pages, with significant details and logic	Describes the page design approach, but with significant gaps in details or logic	Does not describe the page design approach	30
Color Palette	Clearly identifies the color palette for the website with relevant details and justification for the decisions	Identifies the color palette for the website, but lacks relevant details and justification for the decisions	Does not identify the color palette for the website	30
Typography	Clearly describes the typography selected for the website, with significant detail and logical justification	Describes the typography selected for the website, but without significant detail and logical justification	Does not describe the typography selected for the website	30
Articulation of Response	Submission has no major errors related to grammar, spelling, or syntax	Submission has major errors related to grammar, spelling, or syntax that negatively impact readability and articulation of main ideas	Submission has critical errors related to grammar, spelling, or syntax that prevent understanding of ideas	10
Total				100%