



# Webpage Design Specifications

The website is a marketing tool to be used by the BEST company to both market their robot for retail sales and to emphasize that their company is the best company to purchase a robot from by showcasing their company's team members, development efforts, and community outreach within the constraints of the game theme. Judging will be based on the following categories: basic information, navigation, functionality, layout/readability, content/game theme, and community outreach. See the below rubric for specific judging criteria.

Category		Points
<b>Basic Information</b>		
Product Identified by Name/Title	The title/name of the product being provided by the BEST company is obvious to the user and clearly identified on the homepage.	/4
Lead-in Statement	The homepage has a clearly and concisely written lead-in describing who the company is and what the product entails.	/2
Contact Information	Every Web page contains a statement of authorship, school name, and the date of publication/date last edited.	/2
Citation	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	/2
<b>Navigation</b>		
Internal Linking Pages	The website has three or more unique, internally linked pages.	/4
Navigability	Page(s) navigation is consistent, easily accessible, and user friendly. All internally linked pages contain a title and have a defined purpose.	/12
<b>Functionality</b>		
Compatibility	The site has been tested and shown to work in all current versions of Internet Explorer, Google Chrome, Mozilla Firefox, and Safari.	/4
Load Time	The pages typically load very quickly on a standard connection due to good compression of sounds and graphics, appropriate division of content and avoidance of excessive animations that slow down the experience.	/2
Mobile Access	Site functions with equal navigability with current smart phone browsers.	/8
Image Accessibility	All images, especially those that are used for navigation, have an ALT tag that describes the image.	/2
<b>Layout /Readability</b>		
Basic Layout	The site has exceptionally attractive layout. White space, graphics, divider lines, bullets and/or alignment are used to effectively organize material.	/8
Spelling & Grammar	There are no errors in spelling, punctuation or grammar.	/4
Background and Continuity	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. All individual pages look as though they belong to the same site.	/2

Color Choices	Colors of background, fonts, un-visited and visited links form a pleasing palette, do not detract from the content, and are consistent across the pages.	/2
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles is used consistently and improves readability.	/2
Clarity	The text on the entire site is clearly and concisely written to enhance readability	/4
<b>Content/Game Theme</b>		
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding	/4
Interest	The author has made an exceptional attempt to make the content of this site interesting to the people for whom it is intended.	/4
Audience Needs	The site addresses has effectively met its specific audience needs by defining of technical terms, using appropriate tone, and developing ideas at the appropriate level.	/4
Content	The site has a clear purpose and theme, which are carried throughout the entire site.	/4
Game Theme	The site shows exceptional understanding of game related material and where to find additional information related to the game theme.	/4
<b>Community Outreach</b>		
Outreach Efforts	The site effectively documents the company's community outreach efforts. These efforts could include (but not limited to): visits to other schools, efforts aimed at introducing younger students to robotics, or robot demonstrations at community civic organizations (Rotary, Lion's, etc.).	/4
<b>Creativity/Originality</b>		
Creativity	The overall "wow" factor of the website. These elements should be present: modern, clean, attractive; over all the website should be enjoyable to use and explore.	/6
Originality	The site appears to be written exclusively by students. If third party website editors are used as tools in the site creation (i.e., Weebly, Wix, etc.), originality is still present and unique.	/6
<b>Total Score:</b>		<b>/100</b>