

project1.self-evaluation

Using your class notes, research, Medium records, critique notes, project concepts and stages, complete each stage as thoroughly as possible.

Be sure to write using appropriate design terminology, along with proper grammar/punctuation. Submit with your final project:

- this sheet including a letter grade for each item (A,B,C,D,F) on the line (you can use + / -)
- attach the written rationale for the 8 questions below addressing goals and concerns
- on Medium, post (1) process work (2) prototyping feedback (3) critique notes
- final project (upload to ftp.cassreese.com)

Research & Process (25pts):

Concept Development, Persona, & Storyboarding (IA) _____

Visual Research & Planning (mood board, sketches, style tiles, wireframes) _____

Prototype & User Testing _____

Homepage Mockup Designs (initial + refined versions) _____

Final Design (50pts):

Narrative and Typography (40%) _____

Visual Design and Layout (40%) _____

Responsiveness and User Experience (20%) _____

Technical Development (20pts):

HTML/CSS Implementation in Webflow (80%) _____

Functionality & Interactivity (10%) _____

Evaluate the overall functionality and interactivity of your site.

Responsiveness and User Experience UX (10%) _____

Grade how well you managed the technical details such as alt tags, image optimization, and <title> tags.

Critique Preparation and Participation (2.5%) _____

Final Reflection (attach separate sheet with answers—PDF, .doc, .txt, photo):

1. Planning & Narrative: How did your chosen story shape your design? What role did your storyboard, user persona, or information architecture play in your early decisions?

2. Visual Research & Design: Briefly describe how your mood board, typography choices, sketches, and wireframes helped you define the site's visual tone and layout. What was one design challenge you faced?

3. Prototyping & User Testing: How many users tested your prototype (3–5 required)? What feedback did you receive, and what did you change in response?

5. Homepage & Typography: How did your homepage mockups evolve during the project? How did your typographic choices (typefaces, hierarchy, scale, spacing, etc.) support the tone, clarity, and pacing of your story? Where do you feel your typography was most successful in supporting the story?

6. Technical & Personal Growth: How well does your site function across devices? What's one thing you're proud of—and one thing you'd do differently next time?