

project2.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 link to d2l)

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) _____

Social Media Kit Ideation (thumbs) _____

Final Design (50pts):

Narrative and Typography _____

Visual Design and Layout _____

Responsiveness and User Experience _____

Final Social Media Kit (5 Assets) _____

Technical Development (20pts):

HTML/CSS Implementation in Webflow (80%) _____

Functionality & Interactivity (10%) _____

(navigation, hovers, forms, interactivity)

Responsiveness and User Experience UX (10%) _____

(alt tags, unique title tag for each page, optimized images, unique titles, favicon)

Critique Preparation and Participation (2.5%) _____

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

- 1. Story & Structure:** How did your event story shape your homepage structure, layout, and user flow?
- 2. Visual Research & Branding:** How did your mood board, style tiles, and wireframes influence your visual branding and design choices?
- 3. Prototyping & User Testing:** How many users tested your prototype (3–5 required)? How did user feedback impact your homepage or overall design? What was the most important change you made?
- 4. Typography & Content:** How did your typography choices support your story's tone, pacing, and clarity? Where was your typography most successful?
- 5. Personal Growth:** What are you most proud of in this project? If you could do one thing differently, what would it be?