

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 (1A) _____

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 final visual design and branding?
- 3. Prototyping & User Testing:** How many users tested your prototype (3–5 required)? What was the most important change you made based on their feedback?
- 4. Typography & Content:** How did your typography support tone, pacing, and clarity? Where was it most effective?
- 5. Personal Growth:** What are you most proud of in this project? If you could do one thing differently, what would it be?
- 6. Learning Process & Course Reflection:** Looking back on the course as a whole, what helped you learn the most (projects, demos, feedback, struggles, etc.)? What would you keep or change about the course to improve your learning?