# CGT 353: Principles of Interactive and Dynamic Media
# Project 2:  Flash Web Site

**Student Name:**

(5 = Excellent, 4 = Effective, 3 = average, 2 = needs work, 1= very poor, 0 = unacceptable)

| **Navigation and Navigational Elements: (20 pts)** | **Evaluation:** |
| --- | --- |
| • **Intuitive**, easy to understand and utilize<br>• **Location:** Users know where are within the context of the site<br>• **Technical:**  menus and other navigational elements work well<br>• **Flexibility:** Users have freedom to any location from any point | _____<br>_____<br>_____<br>_____ |
| **Optimization: (15 pts)** | **Evaluation:** |
| • Effective use of preloaders<br>• Movies divided into appropriate swfs, small file sizes, optimized graphics<br>• Files downloaded quickly and efficiently<br>• Animation: smooth, complete motions, continuous transitions | _____<br>_____<br>_____<br>_____ |
| **ActionScripting: (15 pts)** | **Evaluation:** |
| • **Complexity:** sophistication of ActionScripted elements<br>• **Functionality:**  degree to which scripted elements work and work well<br>• **Interactivity:** degree to which users can interact with application | _____<br>_____<br>_____ |
| **Content and Sound: (15 pts)** | **Evaluation:** |
| • Amount of content representative of what's expected & examples<br>• Effective use of space, no unused space<br>• Option to turn sound off, appropriate and effective use of sound | _____<br>_____<br>_____ |
| **Creativity and Communicative Value: (15 pts)** | **Evaluation:** |
| • **Interesting -** stimulating design, evocative images<br>• **Unique  -** distinctive idea, graphics, sounds, etc<br>• **Communication** - clear, coherent, and complete | _____<br>_____<br>_____ |
| **Aesthetic Value: (10 pts)** | **Evaluation:** |
| • **Graphics:**  quality, original, visually pleasing graphics<br>• **Complexity:**  adequate sophistication of graphics and design | _____<br>_____ |
| **Preproduction, Professionalism, and Presentation: (10 pts)** | **Evaluation:** |
| • DVD & DVD case designed professionally<br>• Overall preproduction quality | _____<br>_____ |

**Instructor's Comments:**




**Final Grade: _____/100**

**Final Grade:**
- "A" Work - Superior work, *professional*
- "B" Work - *Above average* student work
- "C" Work - *Average* student work
- "D" Work - *Below average* student work
- "F" Work - *Failure*, meets less than 60% of criteria

Attention:  If you have any questions about your grade on this project, please contact your instructor by e-mail, appointment, or their available office hours.