Directions

In groups of 2-3, students will design their own home page for a local/non-profit organization of their choice. This home page should possess intention, simplicity, proper focal point(s), a grid-based layout, and represent the organization's brand in addition to the other requirements below. Research what your chosen organization's website looks like now, and discuss with your group how you can better represent this business's brand, display their most important information in a more effective manner, and draw customers in by the look and content. *Have fun and be creative!*

Rubric – Home Page Design – ***Use Wix!***

CATEGORY	4	3	2	1
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
Layout	The Web page has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web page has an attractive and usable layout. It is easy to locate all important elements.	The Web page has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web page is cluttered looking or confusing. It is often difficult to locate important elements.
Color Choices/Fonts	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Cooperative Work	Partners show respect for one another\'s ideas, divide the work fairly, and show a commitment to quality work and support for each other.	Partners show respect for one another\'s ideas and divide the work fairly. There is commitment by some members toward quality work and support of one another.	Partners show respect for one another\'s ideas and divide the work fairly. There is little evidence of a commitment toward quality work in the group.	Partners argue or are disrepectful of other\'s ideas and input. Criticism is not constructive nor is support offered. The work is mostly done by one or two people.

Example local/non-profits **(does not need to come from this list):**

North Dakota Farm Bureau – Ronald McDonald House – Community Action – Marketplace for Kids – Heartview Foundation – Big Brother Big Sister – Pride Inc. – Kobe's – Boneshaker Coffee – Little Cottage Café – Scotty's – Big Boy – Pita Pit