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| **Task Element** | **Possible Points** |
| **Task Specifications** Submitted a wireframe, proposal Document, flowchart, functional website(Including Graphics), social media elements and shopping cart integration. | 25 |
| **Technical Execution** Practical application of technology; technical proficiency (any or all of the following criteria may apply).  **General Technical Execution:** Practical application of technology; technical proficiency.  **Usability:** How learnable, efficient, memorable and satisfactory an interface is to the end-user.  **Use of Applications/Programming Language:** Demonstrated proficiency in the use of required software application(s) or programming language(s). | 25 |
| **Design** Quality of composition and use of design principles; application of design elements (any or all of the following criteria may apply).  **Overall Design:** Quality of composition and use of design principles; application of design elements.  **Production Quality:** Presents neat work that shows professional use of software. Composition shows continuity and professional craftsmanship.  **Typography:** Uses type other than system and other overused fonts. Follows rules of typography: no stacked type, widows, or orphans. Shows even kerning and leading. Chooses fonts that enhance the design theme and mood.  **Color:** Uses a well-thought-out and consistent color palette. Chooses colors that enhance the design theme and mood.  **Composition:** Makes use of a visual hierarchy. Follows a grid or other planned structure. Composition demonstrates balance (symmetrical or asymmetrical), and appropriate contrast. Shows appropriate grouping and unity.  **Image and Graphic Treatment:** Creates sharp and clear graphics. Uses appropriate resolution. Uses images that are sharp, clear and appropriate resolution. Creates cut-out images that have crisp, clean edges with no leftover pixels. Utilizes images to enhance the design. | 30 |
| **Creativity**  Use of imagination; evidence of risk-taking; application of personal voice; unique quality of ideas. | 5 |
| **Problem Solving**  Evidence of critical thinking, conceptual development, and effort. | 5 |
| **Presentation**  Professionalism and craftsmanship; use of vocabulary, spelling, grammar, and organization. | 10 |
| **Total Points** | 100 |