

### Color Comps / Nav Bar and Site Layout Project

Develop all your site-related pages using Photoshop or Illustrator, keeping in mind the layout you will be using for each page. Maintain consistency in the look and feel of your site. Experiment with different color compositions for the navigation bar. You will also lock down the navigation for your site, as well as sub-navigation menus.

Background 20 points	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Color Choices 20 points	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.
Concept 20 points	Creative and original, well planned, concept sketches for all pages scanned and neatly organized and presented.	concept sketches for all pages scanned and organized and presented.	Ideas cliché or derivative. Missing two or more pages of concept sketches.	Concept sketches illegible or difficult to read.
Technical Specs followed 20 points	At least 3 color comps for each page on the website, and uploaded to the process blog	3 color comps are shown for each page on the website and uploaded to the process blog	2 color comps are shown for each page on the website and uploaded to the process blog.	Less than 2 color comps are shown for each page, or pages missing OR not uploaded to process blog.

Total Possible Points: 80