**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**PROJECT 1 – WEBSITE GRADING RUBRIC  
(Professional Clarity/Acuity + Digital Assets)**

**Objective: Set up your own website to establish your online presence, lend your career track a measure of intentionality and credibility, and have handy a platform for the regular organization and promotion your own work.**

**\_\_\_ /75 Points**

1. **Building Your Website: Branding & Aesthetics**

Does your website display the primary elements of your brand, i.e. color palette, logo/mark, style/tone, font choices?   
Are all of your images high-res and otherwise high-quality? Focused and representative of your pursuits?   
Is your site free of spelling and grammatical errors?

**\_\_\_ / 20**

1. **Building Your Website: Contents**

Does your website display each of the following (at a minimum)?

* **Home Page:**

Does this page showcase WHAT you do and WHO you are within 3 seconds— and entice people to explore further? (Your homepage can be a stand-alone “splash” page, or another one of the below content pages, dependent on your preference and practice.)

**\_\_\_ / 10**

* **About: Slogan / Bio / Artist Statement**

Does this page provide more insight into WHAT you do and WHO you are by featuring a variety of relevant verbiage?

**\_\_\_ / 10**

* **Resume/CV:**

Is your current CV or resume featured somewhere sensical on your site? Is it downloadable? Printable?

**\_\_\_ / 10**

* **Contact:**

If someone wants to hire you or commission you, can they get ahold of you? Do you have your email, phone, mailing address, social accounts, etc. on your site? What makes sense for you to list here? Do you prefer an inline mailing form?

**\_\_\_ / 10**

* **Portfolio / Blog:**

Create a space for a showcase of your work or of your interests/study. We will discuss the content for this section when we review your Final Assignment.

**\_\_\_ / 5**

1. **Building Your Website: Navigability**

Does your website translate well to both mobile (iOS, Android, etc.) and desktop?   
Are visitors presented with a simple layout of navigation options, or an intuitive flow through pertinent information?   
Is your site bogged down with slow-loading or annoying content (video, music, ads, etc.)?

**\_\_\_ / 10**

1. **Building Your Website: Searchability (optional, at the moment)**

Have you considered meta-tagging and other search engine optimization (SEO) tactics?  
Do your other social accounts point to, or are they linked with, this dedicated, main hub?   
Is your website named in a way that’s easy to find or remember, that makes sense for your brand, your name, your practice/medium?