Aspect - Description	Extra Aspect Description	Max Mark
The files are in the requested folder		3,00
The files are correctly named		3,00
Upload the files in the given timeframe		3,00

Aspect - Description	Extra Aspect Description	Max Mark
Creative Use of media		
	Media used are not related to the business objective	0,00
	Basic use of supplied media matches the objective	2,00
	Some media files were updated/created used for improving design.	4,00
	Media were used in a creative and differentiated way to highlight and promote	6,00
Image treatment		
	There are problems in the used media, that not promote the website objectives.	0,00
	The media used and have a simple image treatment.	2,00
	The most part of the media files is perfect but problem can be found.	4,00
	Media files used have an excellent image treatment, improving the visual aspect of	6,00
Alignment of elements		
	The alignment of elements are messy.	0,00
	Only some of the elements align; there are many alignment problems.	2,00
	Most elements correctly align; only one problem can be found.	4,00
	All the elements present a perfect alignment.	6,00
Balance between text and image		
	Excess / Lack of text or images.	0,00
	Good balance between text and images, but with problems in many areas of design.	2,00
	Good balance between text and images, with few problems in some areas of design.	4,00
	Perfect balance between text and image allow easy understanding of the purpose of	6,00
Use of White space		
	Use of nothing, little or lots of white space strongly impairing the readability and	0,00
	Many problems are present with the use of white space in the layouts. There are	2,00
	A few problems can be found in the use of white space in the layouts. The content is	4,00
	Excellent use of white space permits an easy identification of elements and content.	6,00
General Opinion on Web Application Design - UI		
	No or bad design	0,00
	Acceptable	2,00
	Good	4,00
	Perfectly	6,00
Use of Typography (Improve readability)		
	I cannot read / do not like to read because it is difficult to read	0,00
	I can read but I lose focus while reading	2,00
	I can read I want to read, but there is some problem in the (line-spaces, line heights,	4,00
	Font colorLine heightSpaces between the characters font-size, text alignment, etc.	6,00
Use of color to improve the organization,		
	Poor choice of colors without visual contrast.	0,00
	Basic pallet of colors (2 colors or less) and poor use of elements to help the actions	2,00
	Good choice of color but with problems in the use of elements.	4,00
	Excellent use of colors and choice of the elements to direct actions of the users	6,00
Design meets the target audience		
	There is no design or does not correspond completely	0,00
	There is a hint of conformity	2,00
	Not everything matches	4,00
	Totally coincides	6,00
Design reflects energy		
	Not energetic	0,00
	This is definitely not a calm design.	2,00
	Active rhythm and involvement is present	4,00
	There are breaks in patterns (frames) and calls for movement	6,00

Aspect - Description	Extra Aspect Description	Max Mark
The page promotes the requested product:		6,00
The logo is presented on the page		2,00
The header contains menu, search bar and call to	Penalty for each 2	6,00
The design contains the featured product section		3,00
The design contains the about us section		3,00
The design contains blog section		3,00
The footer contains the logo		3,00
The footer contains terms and conditions, privacy	Penalty for each 1	3,00
The footer contains the newsletter form		2,00

Total