

Web Site Quality Standards

Overall design

- Interesting and compelling content
- Communicates its message effectively and efficiently
- Persuasive (where appropriate)
- The site solves a problem (where appropriate).
- The design style fits the content.
- Spelling, grammar, and punctuation
- Creativity: Put your personal touch on the design.

Quality of content and research

- Relevant content
- Accurate information
- Thorough research (when required)
- Information should be attributed if you are not the author.

Fonts and typography

- Type should be legible and readable by the target audience. (Appropriate size and font family)
- Good line lengths
- Appropriate fonts for the design and content
- Not too many different fonts

Color and texture

- Color harmony: colors work well together and seem to go together.
- Not too many colors
- Colors are appropriate to the content (consider warm/cool, light/dark, color meanings, feelings).

Web standards and conventions

- Required tags (DOCTYPE, html, head, meta charset, title, body).
- File names:
 - ▶ All lower case;
 - ▶ HTML files have the .html file extension;
 - ▶ No spaces (use underscore _ or hyphen – if necessary)

Images

- Images are appropriate and relevant to the site content.
- Images treated consistently with a similar style of preparation. (Framing, size, predominant colors, grayscale, duotone)
- Images are properly sized to the page.
- Images are optimized (reduce to minimum size for retina screen and the placement on the page).

Composition

- Simplicity; not too cluttered
- Easy to distinguish areas with different uses (navigation, header, footer, content, etc.)
- Balance (not too top-heavy or bottom-heavy)
- Use of headings to break up larger amounts of information
- Pay attention to “the fold”
- Unity: proximity, repetition, alignment

Functionality and usability

- Intuitive and functional navigation (where appropriate).
- Links are clearly named and labeled.
- The links work.
- The user can do the things they want to do (and you want them to do) easily.