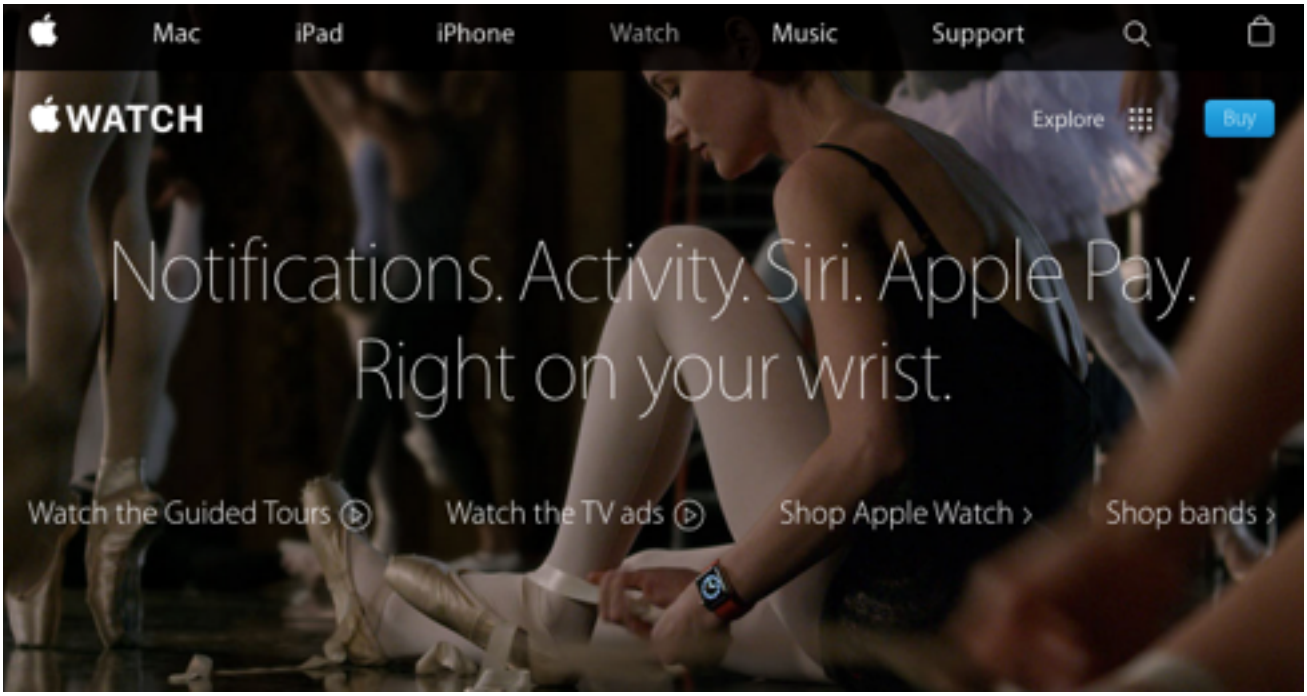
WEB DESIGN - DESIGN PRINCIPLES
WRITING ASSESSMENT



Directions

Design Principles

1. Visit the Apple Watch Website at, http://www.apple.com/watch/ and become familiar with its design, features and function.

2. Please respond thoughtfully to the questions below in a three paragraph reflection. Use complete sentences and double space your document. Set up your reflection in a Google Doc, use the directions provided at www.mrscullen.com/images/sharinggoogledoc.jpg for proper setup.

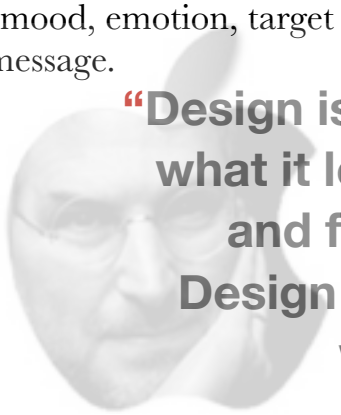
Identifying Evidence

I3: Introduce - Integrate - Interpretate

Paragraph #1: Inform the reader what the site is about and how you came to this conclusion. State your thesis.

Paragraph #2: Describe your first impression of this site in terms of photography and design.

Paragraph #3: Elaborate on how this site earned your trust through the design and photography. Consider idea, mood, emotion, target audience and message.



"Design is not just what it looks like and feels like. Design is how it works. "

Rubric

Web Design, Design Principles

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Writing Assessment

Task	Advanced	Proficient	Emerging	Score
Focus/Cohesion Inform the reader what the layout is about and how you came to this conclusion. State your thesis.	- The text clearly focuses on the topic and informs the reader with ideas, concepts and information that creates a unified whole. The text strategically uses design vocabulary in a way that clearly connects to the writing. Relationships between the thesis and examples are clearly explained. (15-11 points)	- The text has a topic that informs the reader with ideas, concepts and information that creates a somewhat unified whole. The text uses design vocabulary. The text identifies the connection between the thesis and examples. (10-6 points)	- The text has an unclear thesis with some ideas, concepts and information. The text contains limited design vocabulary. The text attempts to connect the thesis to the examples provided. (5-0 points)	
Explain/Integration of the Design Principles Describe your first impression of this layout in terms of photography and design.	- Uses 3-4 principles of design or photography to help describe a first impression of viewing the layout. (15-11 points)	- Uses 1-2 principles of design or photography to help describe a first impression of viewing the layout. (10-6 points)	- Does not provide any principles of design or photography to help describe a first impression of viewing the layout. (5-0 points)	
Interpretation of Design Principles Elaborate on how this layout earned your trust through the design and photography. Consider idea, mood, emotion, target audience and message.	- Uses 3-4 principles of design or photography to elaborate on the design approach which was applied to create the users trust when viewing the layout. (15-11 points)	- Uses 1-2 principles of design or photography to elaborate on the design approach which was applied to create the users trust when viewing the layout. (10 - 6 points)	- Does not provide any principles of design or photography to elaborate on the design approach which was applied to create the users trust when viewing the layout. (0-5 points)	