



OK Student Media Festival Web Design Judging Criteria

Program Title: _____ Category: _____

Entry Number: _____

Target Audience: _____

Communication Objective: _____

URL: _____

Content and Organization	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Creativity/Originality: Design attracts and holds the attention of the user by text.	1 2	3 4	5 6	7 8	9 10	
Communication Objective: Information is conveyed to achieve the communication objective with the target audience.	1 2	3 4	5 6	7 8	9 10	
Organization: The information is mapped to create a logical, intuitive experience.	1	2	3	4	5	
Visual Impact: Heightens viewer attention and interest creating a strong visual impact.	1 2	3 4	5 6	7 8	9 10	
Grammar/Punctuation/Spelling: Onscreen text is correct with syntax appropriate for the target audience. Font and color are appropriate and effective.	1	2	3	4	5	
Photography/Graphics: Photographs are properly lit, framed, cropped, and color corrected or altered for maximum effect. Graphics/logos are well designed and effectively integrated into overall design.	1 2	3 4	5 6	7 8	9 10	

Technical Quality	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Navigation: The user can move between pages easily, and navigation is clearly marked. The menus/links/buttons/frames are appropriate and function correctly. A path to exit or go "home" is evident. (Links to sites which were not created by the entrants should be identified. These sites are not to be considered in the judging.)	1 2	3 4	4 5	7 8	9 10	
Design Elements: Continuity in line, shapes, graphics, color selection, visual themes maintained. Design elements compatible, accessible, and visually appropriate.	1 2	3 4	5 6	7 8	9 10	
Graphics/CG/Titling: Graphics design is consistent throughout design.	1	2	3	4	5	
Video: Video clips load and function correctly with audio levels equalized and consistent. On-camera or voice-over talent present clearly and effectively.	1	2	3	4	5	

General Effectiveness	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
User Experience: Targeted users easily navigate intuitively.	1 2	3 4	5 6	7 8	9 10	
Image: Overall user experience conveys credibility of organization represented	1 2	3 4	5 6	7 8	9 10	