**RESTAURANT WEBSITE DESIGN – Y8/9**

Hi All
Please mark for yourselves (highlight the line) and send back to me to review before I finalise your mark.

Thanks
 **LOGO** (total of 4 marks) **Restaurant name/logo** (4 marks)
i) Logo appears almost exactly like reference font
ii) Logo appears similar to original font but has minor changes
iii) Logo is drawn with many adjustments to create a DIFFERENT font *and/or*
 another vector element (i.e. pictorial logo) is added to enhance font’s originality
iv) An original logo is drawn, made into a vector format and presented on website

**MENU** (total of 16 marks)
**Menu Typography** (4 marks)
i) Menu uses at least two font types
ii) Menu uses a combination of bigger and smaller sub fonts
iii) Menu displays fonts which balance each other and can be easily read
iv) Menu uses fonts to clever effect e.g. as a design feature, to create hierarchy etc

 **Menu Images** (4 marks)
i) Menu displays images
ii) Menu showcases images with lighting and angles appropriate to the restaurant
iii) Menu combines adopted and original images that reflect the restaurant theme
iv) A range of images are used to enhance the overall layout and theme of the menu

**Menu Colour** (4 marks)

i) Menu uses colour in a constrained way
ii) Menu displays colours which complement each other
iii) Menu colours work harmoniously together and accentuates images and/or typography
iv) Overall colour use improves the design, communication and theme of the restaurant

**Menu Layout** (4 marks)

i) Menu layout includes both text & images
ii) Menu layout is a combination of text types & images which can be clearly read
iii) Menu layout appears balanced as images, sub text and headings fit together well
iv) Menu layout combines images, sub text and headings to reflect the given restaurant ‘style’

**OVERALL WEBSITE DESIGN** (total of 20 marks) **Typography** (4 marks)
i) Several fonts are used throughout the website
ii) A combination of hero and sub fonts are used to accentuate the feel of the restaurant

iii) A variety of fonts are carefully placed to emphasise the theme and create a strong design style
iv) Original and set fonts used reflect a strong theme and style so the website appears professional

**Content** (4 marks)
i) Content Includes ‘homework’, ‘about’ and ‘contact’ pages
ii) Content is balanced over tabs/pages and includes all ESSENTIAL content e.g. telephone number

iii) Content is written to a high standard (no spelling errors) and is original writing
iv) Content fulfils all previous criteria and other interesting ‘theme appropriate’ content is added

**Website Colour** (4 marks)

i) Website uses selective colours that are pleasing to the eye
ii) Website consistently uses a balance of harmonious base of colours e.g. a type of colourway
iii) Website colours combine harmoniously to accentuate images and typography
iv) Website colour use improves the OVERALL design, communication and theme of the restaurant

**Layout** (4 marks)
i) Layout displays images, font and sub text
ii) Layout is such that content has sufficient space and design elements cleverly direct your eye

iii) Layout is engaging, displaying text and images clearly to accentuate the restaurant theme
iv) Layout fulfils all previous criteria and makes the website easy to navigate

**Completion of Homework tasks** (4 marks)
i) Sometimes completed
ii) Often completed
iii) always completed
iv) always completed with attention to detail

Overall Grade given as a mark out of 40:

……/40 .....% Grade …..