



04



Web Design and Development for Multimedia

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Week 15

Project Presentation and Evaluation

04

Topic

- Presenting and demonstrating web projects
- Peer and instructor evaluation
- Feedback and reflection

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Presenting and demonstrating web projects

Figma Prototype Presentation Rubric

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Project Concept & Goals	Project goals are very clear, well-defined, and user-centered	Goals are clear but lack depth	Goals are partially unclear or too broad	Goals are unclear or not explained
Wireframe & Layout Structure	Layout is well-structured with clear hierarchy and flow	Layout is mostly clear with minor issues	Layout lacks hierarchy or consistency	Layout is confusing or incomplete
Visual Design (UI)	Strong visual consistency (color, typography, spacing)	Mostly consistent with small design issues	Inconsistent visual elements	Poor visual design, hard to read or follow
Mobile-First & Responsiveness	Clearly designed for mobile-first and scalable to larger screens	Mobile-friendly but not fully optimized	Limited mobile consideration	No mobile-first consideration
Prototype Interaction (Figma)	Smooth, complete interactions with clear user flow	Interactions work with minor issues	Limited or basic interactions	Little or no interaction shown
User Flow & Navigation	User journey is logical and intuitive	Mostly clear navigation	Navigation is confusing in some areas	Navigation is unclear or broken
Content & Clarity	Content is clear, relevant, and well-organized	Content is understandable but could be improved	Content is cluttered or unclear	Content is missing or confusing
Presentation & Demonstration	Confident, clear explanation with smooth walkthrough	Clear presentation with minor gaps	Unclear explanation or rushed demo	Poor explanation or no proper demo
Creativity & Design Thinking	Highly original ideas and strong problem-solving	Some creative elements	Limited creativity	No creative or thoughtful approach





Suggested Scoring Guide

36–40 = Excellent

28–35 = Good

20–27 = Fair

Below 20 = Needs Improvement

Activity

presentation of final multimedia websites

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