

WEB DESIGN PROJECT PROPOSAL MEMO /W SPONSOR

Name: _____
 Date: _____ Period: _____
 Points: _____ / 20

Project Introduction - Content

Goal: To outline and define the content of student projects.

1) Project Proposal

Write a professional project proposal using the outline below. Staple this grade sheet to your project proposal. All components listed must be completed before the proposal will be graded. Review and check each proposal element to ensure completeness.

Project Subject: _____

(Do not forget this.)

Project Proposal					
			✓		
1.	Memo Format	Each section should be split with the appropriate sections, headings, and amount of information. Someone unfamiliar with your project should be able to read the memo and describe it back to you accurately.		4	
2.	Description of Audience	Define your audience or users. Who will use your project?		2	
3.	Purpose of Project	Why would anyone want to use it? Why would anyone want to learn your subject?		2	
4.	Description of Project	Describe the purpose of your project and how it will work. (Give much detail.)		2	
5.	Description of Each Screen	Describe each page in 3 - 5 sentences . Bullet each page. Use descriptive titles. (Not Page 1, etc.) <ul style="list-style-type: none"> • Mr. Shepler's Home Page - Description • Multimedia 1 - Description • Multimedia 2 - Description • Lab Rules - Description 		2	
6.	Print Screen Sample	Paste a small sample of a current professional site whose design you intend to use.		4	
7.	Spelling and Grammar	Use correct spelling and grammar.		4	
8.	Student Self Check	Check this rubric and note completion of each section.		--	
9.	Student Reviewer	Have a fellow student review and initial the proposal to ensure all components are completed.		--	
10.	Instructor Initials	Initials of Web instructor		--	
11.	Sponsor Signature	GW sponsor must approve proposal.		--	
			Total	✓	20