

**ASSIGN 1 | EMPHASIS & HIERARCHY IN TYPE GROUPS — blk+value text only**

<p><b>PROCESS</b> _____ of 10</p>	<p>Meeting project milestones: Ongoing progress from <input type="text" value="initial designs"/> through <input type="text" value="revisions"/> to <input type="text" value="finished design"/></p> <p>Quality/quantity of <input type="text" value="preliminary designs"/> <input type="text" value="revisions"/> Visual, conceptual, and technical <input type="text" value="research/reference"/></p>																													
<p><b>CONCEPT, DESIGN, AND COMPOSITION</b> _____ of 50</p>	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table>	1	2	3	4	<p><b>Visual impact and interest</b> through creative and effective composition of type, image, color/value, shape, and other visual design elements <i>(as appropriate)</i></p>																								
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	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table>	1	2	3	4	<p><b>Emphasis and hierarchy</b> through creative and effective use of typographic contrast, space, color/value, and other visual elements <i>(as appropriate)</i></p>																								
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		<p><b>Unity and organization</b> through creative and effective use of format choice, groups, space, alignment, grid, color/value, and other visual elements <i>(as appropriate)</i></p>	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> <p>"effort"</p> <table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> <p>attention to detail</p> <p><i>Spelling and correct page info</i></p>	√	√+	√-	√	√+	√-																					
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<p><b>TECHNICAL</b> _____ of 20</p>	<p><b>Document Construction and Specifications</b></p> <table border="0"> <tr> <td>___ document size 7" x 9" (final)</td> <td>paragraph formats</td> <td>color specs</td> </tr> <tr> <td>___ page setup</td> <td>___ fixed leading if on two lines</td> <td>___ black text + values</td> </tr> <tr> <td>    orientation (v or h)</td> <td></td> <td>graphics</td> </tr> <tr> <td>    single sided</td> <td>___ line breaks &amp; returns</td> <td>___ rule(s)</td> </tr> <tr> <td>___ margins set .5"</td> <td></td> <td>typefaces</td> </tr> <tr> <td>___ use of guides</td> <td></td> <td>___ 2 typeface limit + from list provided</td> </tr> <tr> <td>___ text box use - as appropriate</td> <td></td> <td></td> </tr> <tr> <td>___ letter/word space techniques     - tracking - kerning</td> <td></td> <td></td> </tr> <tr> <td>___ headline set at 30-100 pt</td> <td></td> <td></td> </tr> </table>			___ document size 7" x 9" (final)	paragraph formats	color specs	___ page setup	___ fixed leading if on two lines	___ black text + values	orientation (v or h)		graphics	single sided	___ line breaks & returns	___ rule(s)	___ margins set .5"		typefaces	___ use of guides		___ 2 typeface limit + from list provided	___ text box use - as appropriate			___ letter/word space techniques - tracking - kerning			___ headline set at 30-100 pt		
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<p><b>PRESENTATION</b> _____ of 20</p>	<p><b>Paper Final and Process Folder (10)</b></p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size (10x8)</p>	<p><b>Digital Files (10)</b></p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) centered on letter <b>without</b> crop marks at 100% scale</p>	<p><b>Project folder</b> ASN1-lastname</p> <p><b>PDF of final design</b> ASN1-initials.pdf without crop marks</p> <p>___ proper location</p> <p><b>InDesign file</b> ___ ASN1-initials.indd</p> <p>___ final design as page 1</p> <p>___ comps and variations included</p>																											
<p><b>-10 DEADLINE</b></p>	<p><b>Paper</b> ___ on time ___ LATE</p>	<p><b>Digital</b> ___ on time ___ LATE</p>	<p><b>BONUS POINTS</b></p> <p><b>PROJECT GRADE</b></p>																											