

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

<p>PROCESS _____ 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>CONCEPT, DESIGN, AND COMPOSITION _____ 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>Visual impact and interest through creative and effective composition of type, image, color/value, shape, and other visual design elements <i>(as appropriate)</i></p>																								
1	2																													
3	4																													
	<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>Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements <i>(as appropriate)</i></p>																								
1	2																													
3	4																													
		<p>Unity and organization 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>																											
<p>TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</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 & 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 30-72 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 30-72 pt		
___ 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 30-72 pt																														
<p>PRESENTATION _____ of 20</p>	<p>Paper Final and Process Folder (10)</p>	<p>Digital Files (10)</p>	<p>InDesign file</p>																											
	<table border="0"> <tr> <td>___ trimmed</td> <td>___ process (L) sketches, ref.</td> </tr> <tr> <td>___ mounted</td> <td>comps, revisions</td> </tr> <tr> <td>___ board size (10x8)</td> <td>___ final designs (R) centered on letter without crop marks at 100% scale</td> </tr> </table>	___ trimmed	___ process (L) sketches, ref.	___ mounted	comps, revisions	___ board size (10x8)	___ final designs (R) centered on letter without crop marks at 100% scale	<table border="0"> <tr> <td>___ Project folder ASN1-lastname</td> </tr> <tr> <td>___ PDF of final design ASN1-initials.pdf</td> </tr> <tr> <td>___ proper location</td> </tr> </table>	___ Project folder ASN1-lastname	___ PDF of final design ASN1-initials.pdf	___ proper location	<table border="0"> <tr> <td>___ ASN1-initials.indd</td> </tr> <tr> <td>___ final design as page 1</td> </tr> <tr> <td>___ comps and variations included</td> </tr> </table>	___ ASN1-initials.indd	___ final design as page 1	___ comps and variations included															
___ trimmed	___ process (L) sketches, ref.																													
___ mounted	comps, revisions																													
___ board size (10x8)	___ final designs (R) centered on letter without crop marks at 100% scale																													
___ Project folder ASN1-lastname																														
___ PDF of final design ASN1-initials.pdf																														
___ proper location																														
___ ASN1-initials.indd																														
___ final design as page 1																														
___ comps and variations included																														
<p>-10 DEADLINE</p>	<table border="0"> <tr> <td>Paper</td> <td>Digital</td> </tr> <tr> <td>___ on time</td> <td>___ on time</td> </tr> <tr> <td>___ LATE</td> <td>___ LATE</td> </tr> </table>	Paper	Digital	___ on time	___ on time	___ LATE	___ LATE	<p>BONUS POINTS</p>	<p>PROJECT GRADE</p>																					
Paper	Digital																													
___ on time	___ on time																													
___ LATE	___ LATE																													