

ASSIGN 2 | EMPHASIS & HIERARCHY IN TYPE GROUPS — shape & reverse

<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> <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> <table border="1"> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> </tr> </table> <p>Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements <i>(as appropriate)</i></p> <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>	1	2	3	4	1	2	3	4	<table border="1"> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> </tr> </table> <p>Shape and reverse to enhance design and effectively control the visual hierarchy within the design</p>	1	2	3	4	<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>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 orientation (v or h) single sided</td> <td>___ fixed leading if on two lines</td> <td>___ black + reverse text + values</td> </tr> <tr> <td>___ margins set .5"</td> <td>___ line breaks & returns</td> <td>graphics ___ rule(s) ___ simple shapes(s)</td> </tr> <tr> <td>___ use of guides</td> <td></td> <td>typefaces ___ 3 ish typeface limit ? + (prefer from list provided)</td> </tr> <tr> <td>___ text box use - as appropriate</td> <td></td> <td>layers ___ use of and naming</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 orientation (v or h) single sided	___ fixed leading if on two lines	___ black + reverse text + values	___ margins set .5"	___ line breaks & returns	graphics ___ rule(s) ___ simple shapes(s)	___ use of guides		typefaces ___ 3 ish typeface limit ? + (prefer from list provided)	___ text box use - as appropriate		layers ___ use of and naming	___ letter/word space techniques - tracking - kerning			___ headline set at 30-100 pt		
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<p>PRESENTATION _____ of 20</p>	<p>Paper Final</p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size (10x8)</p>	<p>and Process Folder (10)</p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) centered on letter without crop marks at 100% scale</p>	<p>Digital Files (10)</p> <p>___ Project folder ASN2-lastname</p> <p>___ PDF of final design ASN2-initials.pdf without crop marks</p> <p>___ proper location</p> <p>InDesign file</p> <p>___ ASN2-initials.indd</p> <p>___ final design as page 1</p> <p>___ comps and variations included</p>																					
<p>-10 DEADLINE</p>	<p>Paper</p> <p>___ on time</p> <p>___ LATE</p>	<p>Digital</p> <p>___ on time</p> <p>___ LATE</p>	<p>BONUS POINTS</p> <p>PROJECT GRADE</p>																					