

ASSIGN 2 | TYPE CHOICE, GROUPS & SPACE IN TYPOGRAPHIC HIERARCHY

<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" style="width: 100%;"> <tr> <td style="width: 50%; padding: 5px;"> <table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">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> </td> <td style="width: 50%; padding: 5px;"> <table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">4</td></tr> </table> <p>Conceptual link to content through creative and effective choice of typeface, image, color/value, shape, and other visual design elements <i>(as appropriate)</i></p> </td> </tr> <tr> <td style="padding: 5px;"> <table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">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> </td> <td style="padding: 5px;"> <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> </td> </tr> </table>	<table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">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>	1	2	3	4	<table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">4</td></tr> </table> <p>Conceptual link to content through creative and effective choice of typeface, image, color/value, shape, and other visual design elements <i>(as appropriate)</i></p>	1	2	3	4	<table border="1" style="display: inline-table; margin-right: 5px;"> <tr><td style="width: 15px; height: 15px; text-align: center;">1</td><td style="width: 15px; height: 15px; text-align: center;">2</td></tr> <tr><td style="width: 15px; height: 15px; text-align: center;">3</td><td style="width: 15px; height: 15px; text-align: center;">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>	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>	<p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> "effort" </p>	<p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> attention to detail </p> <p style="text-align: right;"><i>Spelling and correct page info</i></p>
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<p>TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; border-right: 1px solid black; padding: 5px;"> ___ document size 42x42 or 42x54 picas ___ page setup orientation (v) single sided ___ margins set 3 pica ___ use of guides - vertical for cols + align ___ text box use ___ ONE ___ sized to margins. ___ letter/word space techniques - tracking - kerning </td> <td style="width: 33%; border-right: 1px solid black; padding: 5px;"> paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ alignments L, R, C ___ L, R, indents/tabs ___ 1st line indents/drop cap ___ 1st baseline offset </td> <td style="width: 33%; padding: 5px;"> color specs ___ black text + values graphics ___ rule(s) typefaces ___ 3 typeface limit </td> </tr> </table>			___ document size 42x42 or 42x54 picas ___ page setup orientation (v) single sided ___ margins set 3 pica ___ use of guides - vertical for cols + align ___ text box use ___ ONE ___ sized to margins. ___ letter/word space techniques - tracking - kerning	paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ alignments L, R, C ___ L, R, indents/tabs ___ 1st line indents/drop cap ___ 1st baseline offset	color specs ___ black text + values graphics ___ rule(s) typefaces ___ 3 typeface limit													
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