

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

<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>	<p><table border="1" style="display: inline-table; vertical-align: top;"><tr><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td></tr></table> <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> <p><table border="1" style="display: inline-table; vertical-align: top;"><tr><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td></tr></table> <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> <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>	1	2	3	4	1	2	3	4	<p><table border="1" style="display: inline-table; vertical-align: top;"><tr><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td></tr></table> <b>Shape and reverse</b> to enhance design and effectively control the visual hierarchy within the design</p>	1	2	3	4	<p><table border="1" style="display: inline-table; vertical-align: top;"><tr><td>√</td><td>√+</td><td>√-</td></tr></table> "effort"</p> <p><table border="1" style="display: inline-table; vertical-align: top;"><tr><td>√</td><td>√+</td><td>√-</td></tr></table> attention to detail</p> <p style="text-align: right;"><i>Spelling and correct page info</i></p>	√	√+	√-	√	√+	√-			
1	2																							
3	4																							
1	2																							
3	4																							
1	2																							
3	4																							
√	√+	√-																						
√	√+	√-																						
<p><b>TECHNICAL</b> _____ of 20</p>	<p><b>Document Construction and Specifications</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">___ document size 7" x 9" (final)</td> <td style="width: 33%;">paragraph formats</td> <td style="width: 33%;">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 &amp; returns</td> <td>graphics ___ rule(s) ___ simple shapes(s)</td> </tr> <tr> <td>___ use of guides</td> <td></td> <td>typefaces ___ 2 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 30-72 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 ___ 2 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 30-72 pt		
___ 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 ___ 2 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 30-72 pt																								
<p><b>PRESENTATION</b> _____ of 20</p>	<p><b>Paper Final</b></p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size (10x8)</p>	<p><b>and Process Folder (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>Digital Files (10)</b></p> <p>___ <b>Project folder</b> ASN2-lastname</p> <p>___ <b>PDF of final design</b> ASN2-initials.pdf</p> <p>___ proper location</p> <p><b>InDesign file</b></p> <p>___ ASN2-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></p> <p>___ on time</p> <p>___ LATE</p>	<p><b>Digital</b></p> <p>___ on time</p> <p>___ LATE</p>	<p><b>BONUS POINTS</b></p> <p style="background-color: black; color: white; padding: 5px; text-align: center;"><b>PROJECT GRADE</b></p>																					