

ASSIGN 3 | EVENT CALENDAR

<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> <p style="text-align: right;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p> <p style="text-align: right;"> "effort" attention to detail </p> <p style="text-align: right;"><i>Spelling and correct page info</i></p>	1	2	3	4										
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<p>TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</p> <table border="0"> <tr> <td>___ document size 8" x 10"</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>___ 2 Pantone coated spot colors + 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>___ tabs for columns</td> <td>layers ___ use of and naming</td> </tr> <tr> <td>___ text box use - main info in single text box, others as appropriate</td> <td>2 style sheets</td> <td></td> </tr> <tr> <td>___ letter/word space techniques - tracking - kerning</td> <td>show title ___created ___applied</td> <td></td> </tr> <tr> <td></td> <td>sub title ___created ___applied</td> <td></td> </tr> </table>			___ document size 8" x 10"	paragraph formats	color specs	___ page setup orientation (v or h) single sided	___ fixed leading if on two lines	___ 2 Pantone coated spot colors + values	___ margins set .5"	___ line breaks & returns	graphics ___ rule(s)/simple shapes(s)	___ use of guides	___ tabs for columns	layers ___ use of and naming	___ text box use - main info in single text box, others as appropriate	2 style sheets		___ letter/word space techniques - tracking - kerning	show title ___created ___applied			sub title ___created ___applied	
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<p>PRESENTATION _____ of 20</p>	<p style="text-align: center;">Digital Files (10)</p> <table border="0"> <tr> <td>___ Project folder ASN3-lastname</td> <td>InDesign file ___ ASN3fnl-initials.indd</td> </tr> <tr> <td>___ PDF of final design ASN3fnl-initials.pdf without crop marks</td> <td>___ final design as page 1</td> </tr> <tr> <td>___ proper location</td> <td>___ comps and variations included as pages</td> </tr> </table>			___ Project folder ASN3-lastname	InDesign file ___ ASN3fnl-initials.indd	___ PDF of final design ASN3fnl-initials.pdf without crop marks	___ final design as page 1	___ proper location	___ comps and variations included as pages															
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