

ASSIGN 3 | 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"> <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>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"> <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 42x42 or 42x54 picas</td> <td>paragraph formats</td> <td>color specs</td> </tr> <tr> <td>___ page setup</td> <td>___ fixed leading</td> <td>___ black text + values</td> </tr> <tr> <td> orientation (v)</td> <td></td> <td></td> </tr> <tr> <td> single sided</td> <td>___ line breaks & returns</td> <td>graphics</td> </tr> <tr> <td>___ margins set 3 pica</td> <td>___ space after</td> <td>___ rule(s)</td> </tr> <tr> <td>___ use of guides - vertical for cols + align</td> <td></td> <td>typefaces</td> </tr> <tr> <td>___ text box use</td> <td>___ alignments L, R, C</td> <td>___ 3 typeface limit</td> </tr> <tr> <td> ___ ONE</td> <td>___ L, R, indents/tabs</td> <td>layers</td> </tr> <tr> <td> ___ sized to margins.</td> <td>___ 1st line indents/drop cap</td> <td>___ use of and naming</td> </tr> <tr> <td>___ letter/word space techniques</td> <td>___ 1st baseline offset</td> <td></td> </tr> <tr> <td> - tracking - kerning</td> <td></td> <td></td> </tr> </table>			___ document size 42x42 or 42x54 picas	paragraph formats	color specs	___ page setup	___ fixed leading	___ black text + values	orientation (v)			single sided	___ line breaks & returns	graphics	___ margins set 3 pica	___ space after	___ rule(s)	___ use of guides - vertical for cols + align		typefaces	___ text box use	___ alignments L, R, C	___ 3 typeface limit	___ ONE	___ L, R, indents/tabs	layers	___ sized to margins.	___ 1st line indents/drop cap	___ use of and naming	___ letter/word space techniques	___ 1st baseline offset		- tracking - kerning		
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<p>PRESENTATION _____ of 20</p>	<p>Paper Final</p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size (9x12)</p>	<p>and Process Folder (10)</p> <p>___ process (L) comps, revisions</p> <p>___ final designs (R) centered on letter with crop marks at 100% scale</p>	<p>Digital Files (10)</p> <p>___ Project folder ASN3-lastname</p> <p>___ PDF of final design with crop marks ASN3-initials.pdf</p> <p>___ proper location</p> <p>InDesign file</p> <p>___ ASN3-initials.indd</p> <p>___ final design as pg1</p> <p>___ comps and variations included as separate pgs</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>																																	