

**ASSIGN 3 | TYPE CHOICE, GROUPS & SPACE IN TYPOGRAPHIC HIERARCHY**

<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>	<table border="1"> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> </tr> </table> <p><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> <table border="1"> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> </tr> </table> <p><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		<table border="1"> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> </tr> </table> <p><b>Conceptual link to content</b> through creative and effective choice of typeface, image, color/value, shape, and other visual design 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"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p> <p style="text-align: center;"> "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><b>TECHNICAL</b> _____ of 20</p>	<p><b>Document Construction and Specifications</b></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>graphics</td> </tr> <tr> <td>    single sided</td> <td>___ line breaks &amp; returns</td> <td>___ rule(s)</td> </tr> <tr> <td>___ margins set 3 pica</td> <td>___ space after</td> <td>typefaces</td> </tr> <tr> <td>___ use of guides - vertical for cols + align</td> <td></td> <td>___ 3 typeface limit</td> </tr> <tr> <td>___ <b>text box use</b></td> <td>___ alignments L, R, C</td> <td>layers</td> </tr> <tr> <td>    ___ <b>ONE</b></td> <td>___ L, R, indents/tabs</td> <td>___ use of and naming</td> </tr> <tr> <td>    ___ <b>sized to margins.</b></td> <td>___ 1st line indents/drop cap</td> <td></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)		graphics	single sided	___ line breaks & returns	___ rule(s)	___ margins set 3 pica	___ space after	typefaces	___ use of guides - vertical for cols + align		___ 3 typeface limit	___ <b>text box use</b>	___ alignments L, R, C	layers	___ <b>ONE</b>	___ L, R, indents/tabs	___ use of and naming	___ <b>sized to margins.</b>	___ 1st line indents/drop cap		___ letter/word space techniques	___ 1st baseline offset		- tracking - kerning		
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<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) comps, revisions</p> <p>___ final designs (R) centered on letter <b>with</b> crop marks at 100% scale</p>	<p><b>Digital Files (10)</b></p> <p>___ <b>Project folder</b> ASN3-lastname</p> <p>___ <b>PDF of final design</b> ASN3-initials.pdf without crop marks</p> <p>___ proper location</p> <p><b>InDesign file</b></p> <p>___ ASN3-initials.indd</p> <p>___ final design as pg1</p> <p>___ comps and variations included as separate pgs</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="text-align: center;"><b>PROJECT GRADE</b></p>																																	