

ASSIGN 4 | DYNAMIC TYPE & GRAPHIC IMAGE

<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="1"> <tr> <td>___ document size 10"x10" to 10"x16"</td> <td>paragraph formats</td> <td>color specs (text/objects)</td> </tr> <tr> <td>___ page setup - single sided V or H</td> <td>___ fixed leading</td> <td>___ black +</td> </tr> <tr> <td>___ margins used if present</td> <td>___ line breaks & returns</td> <td>___ 2 Pantone Solid Coated</td> </tr> <tr> <td>___ use of guides</td> <td>___ space after</td> <td>Spot colors</td> </tr> <tr> <td>___ bleeds set if needed</td> <td>___ alignments L, R, C</td> <td>imported graphics</td> </tr> <tr> <td>___ text box use - as appropriate</td> <td>___ L, R, indents</td> <td>___ embedded</td> </tr> <tr> <td>___ letter/word space techniques - tracking - kerning</td> <td>___ 1st line indents/drop cap or space between</td> <td>___ Pantone Colors match InDesign</td> </tr> <tr> <td></td> <td>___ tabs set/applied</td> <td>___ .ai format for Illustrator graphics</td> </tr> <tr> <td></td> <td>___ text wraps</td> <td>___ Layers and layer names</td> </tr> </table>			___ document size 10"x10" to 10"x16"	paragraph formats	color specs (text/objects)	___ page setup - single sided V or H	___ fixed leading	___ black +	___ margins used if present	___ line breaks & returns	___ 2 Pantone Solid Coated	___ use of guides	___ space after	Spot colors	___ bleeds set if needed	___ alignments L, R, C	imported graphics	___ text box use - as appropriate	___ L, R, indents	___ embedded	___ letter/word space techniques - tracking - kerning	___ 1st line indents/drop cap or space between	___ Pantone Colors match InDesign		___ tabs set/applied	___ .ai format for Illustrator graphics		___ text wraps	___ Layers and layer names
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<p>PRESENTATION _____ of 20</p>	<p>Paper Final</p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ flush mounted</p> <p>___ board size (10x10-10x16)</p>	<p>and Process Folder (10)</p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) centered on tabloid with crop marks at 100% scale</p>	<p>Digital Files (10)</p> <p>___ Project folder ASN4-lastname</p> <p>___ PDF of final design ASN4-initials.pdf without crop marks</p> <p>___ images folder IMAGES-initials</p> <p>___ proper location</p> <p>InDesign file</p> <p>___ 4 FILES</p> <p>___ 4A-initials.indd</p> <p>___ 4B-initials</p> <p>___ 4C-initials</p> <p>___ 4FNL-initials</p> <p>___ variations included in A/B/C</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>																											