

**ASSIGN 1 | PHONE AD SERIES**

PROCESS _____ of 10	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"/>
	Quality/quantity of <input type="text" value="preliminary designs"/> <input type="text" value="revisions"/> Visual, conceptual, and technical <input type="text" value="research/reference"/>

CONCEPT, DESIGN, AND COMPOSITION _____ of 50	<table border="1"> <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, and other visual design elements (as appropriate)	1	2	3	4	<table border="1"> <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 (as appropriate)	1	2	3	4	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> <b>Works as a Series—provides visual unity between designs</b> through the consistent use of typeface, structure, color/value, and visual elements (as appropriate)	1	2	3	4
	1	2													
3	4														
1	2														
3	4														
1	2														
3	4														
	<b>Unity and organization</b> through creative and effective use of groups, space, alignment, grid, color/value, other visual elements, and format choice (as appropriate)	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> "effort"	√	√+	√-	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> attention to detail	√	√+	√-						
√	√+	√-													
√	√+	√-													

*Spelling and correct page info*

LAYOUT "A" TECHNICAL _____ of 20	<b>Document Construction and Specifications</b>		
	___ document sizes a 5 x 7 v b 6.25 x 6.25 c 7.5 x 4 h ___ page setup- single sided ___ margins set at .125/followed ___ use of guides ___ text box use - as appropriate ___ letter/word space techniques tracking - kerning	paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ tab settings or ___ bullet list ___ text wraps	layers ___/___ named/organized color specs ___ 2 Pantone Solid Coated spot images (phone/ logo) ___/___ proportions ___/___ linked + provided mechanical art (digial) ___ separations of layout "A" 2 Pantone Solid Coated spot ___ crop marks ___ registration marks ___ file/page info

PRESENTATION _____ of 20	<b>Paper Final</b> <b>and</b> <b>Process Folder (10)</b> <b>Digital Files (10)</b>		
	(a) ___ trimmed      ___ cntr on ltr (R) ___ mounted      ___ crop marks ___ bd size      ___ file/page info	___ process (L) sketches, ref. comps, revisions	___ <b>Project folder</b> ASN1-lastname ___ <b>PDF of final 3 designs</b> ASN1a-initials.pdf ASN1b-initials.pdf ASN1c-initials.pdf ASN1ALL-initials.pdf ___ <b>Images folder</b> IMAGES-initials ___ <b>PDF seps of "a"</b> ASN1seps-initials ___ proper location

-10 DEADLINE	<b>Paper</b> ___ on time ___ LATE	<b>Digital</b> ___ on time ___ LATE	BONUS POINTS	<b>PROJECT GRADE</b>