

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> Visual impact and interest 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> Emphasis and hierarchy 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> Works as a Series—provides visual unity between designs 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														
	Unity and organization 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	Document Construction and Specifications		
	___ document sizes a 4 x 6.5 v b 5.75 x 5.75 c 7.5 x 3.5 h ___ page setup- single sided ___ margins set at .125/followed ___ 1pt frame at 1/8 ___ 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 ___/___ embedded mechanical art (digial) ___ separations of layout "A" 2 Pantone Solid Coated spot ___ crop marks ___ registration marks ___ file/page info

PRESENTATION _____ of 20	Paper Final and Process Folder (10)	Digital Files (10)
	(a) ___ trimmed ___ cntr on ltr (R) ___ mounted ___ crop marks ___ bd size ___ file/page info (b) ___ trimmed ___ cntr on ltr (R) ___ mounted ___ crop marks ___ bd size ___ file/page info (c) ___ trimmed ___ cntr on ltr (R) ___ mounted ___ crop marks ___ bd size ___ file/page info	___ process (L) sketches, ref. comps, revisions ___ separations (R) of layout "a" (paper) ___ crop marks ___ reg marks ___ file/page info

-10 DEADLINE	Paper ___ on time ___ LATE	Digital ___ on time ___ LATE	BONUS POINTS	PROJECT GRADE