

ASSIGN 2 | RECIPE BOOK PAGE LAYOUT

<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>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Visual impact and interest through creative and effective composition of type, image, color/value, and other visual design elements (as appropriate)</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements (as appropriate)</p> <p>Unity and organization through creative and effective use of groups, space, alignment, grid, color/value, other visual elements, and format choice (as appropriate)</p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Conceptual link to content through creative and effective choice of typeface, color, image, and other visual elements (as appropriate)</p> <p>Design for repetitive and expandable formats space for multiple line titles, additional ingredients, directions, etc</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Quality of graphic image to communicate subject and work with other visual elements</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> "effort" <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> attention to detail</p> <p><i>Spelling and correct page info</i></p>																						
<p>TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</p> <table border="0"> <tr> <td>_____ document size 8.5"x11" V or H</td> <td>paragraph formats _____ fixed leading</td> <td>color specs _____ Pantone+cmyk coated</td> </tr> <tr> <td>_____ page setup - facing pages</td> <td>_____ line breaks & returns</td> <td>images _____ cmyk</td> </tr> <tr> <td>_____ grid set/followed (columns/margins)</td> <td>_____ space after</td> <td>_____ proportions</td> </tr> <tr> <td>_____ use of guides</td> <td>_____ alignments+LR indents</td> <td>_____ .tiff file</td> </tr> <tr> <td>_____ body text in linked or separate text boxes-as appropriate</td> <td>_____ 1st line indents/space between/drop caps</td> <td>_____ linked + provided</td> </tr> <tr> <td>_____ letter/word space techniques - tracking - kerning</td> <td>_____ tab set/applied</td> <td>layers ____/____named/organized</td> </tr> <tr> <td>_____ mstr pg: folio w/mag info + auto pg# + others as needed</td> <td>2 style sheets <i>title</i> ____created ____applied <i>descrip</i> ____created ____applied</td> <td>mechanical art _____ separations - cmyk</td> </tr> </table>			_____ document size 8.5"x11" V or H	paragraph formats _____ fixed leading	color specs _____ Pantone+cmyk coated	_____ page setup - facing pages	_____ line breaks & returns	images _____ cmyk	_____ grid set/followed (columns/margins)	_____ space after	_____ proportions	_____ use of guides	_____ alignments+LR indents	_____ .tiff file	_____ body text in linked or separate text boxes-as appropriate	_____ 1st line indents/space between/drop caps	_____ linked + provided	_____ letter/word space techniques - tracking - kerning	_____ tab set/applied	layers ____/____named/organized	_____ mstr pg: folio w/mag info + auto pg# + others as needed	2 style sheets <i>title</i> ____created ____applied <i>descrip</i> ____created ____applied	mechanical art _____ separations - cmyk
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