

ASSIGN 2 | RECIPE BOOK PAGE LAYOUT

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> Conceptual link to content through creative and effective choice of typeface, color, image, and other visual elements (as appropriate)	1	2	3	4
	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> Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements (as appropriate)	1	2	3	4	Design for repetitive and expandable formats space for multiple line titles, additional ingredients, directions, etc				
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>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> Quality of graphic image to communicate subject and work with other visual elements	1	2	3	4				
1	2									
3	4									
		<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	√	√+	√-					
√	√+	√-								
		<i>Spelling and correct page info</i>								

TECHNICAL _____ of 20	Document Construction and Specifications		
	___ document size 8.5"x11" V or H ___ page setup - facing pages ___ grid set/followed (columns/margins) ___ use of guides ___ body text in linked or separate text boxes-as appropriate ___ letter/word space techniques - tracking - kerning ___ mstr pg: folio w/mag info + auto pg# + others as needed	paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ alignments+LR indents ___ 1st line indents/space between/drop caps ___ tab set/applied 2 style sheets <i>title</i> ___ created ___ applied <i>descrip</i> ___ created ___ applied	color specs ___ Pantone+cmyk coated images ___ cmyk ___ proportions ___ .tiff file ___ linked + provided layers ___/___ named/organized mechanical art ___ separations - cmyk ___ crop marks ___ registration marks ___ file/page info

PRESENTATION _____ of 20	Paper Final	and	Process Folder (10)	Digital Files (10)
	___ trimmed ___ flush mounted ___ board size 8.5" x 11"		___ process (L) sketches, ref. ___ comps, revisions ___ final designs (R) unmounted ___ no crop marks ___ 100% scale ___ separations (R) ___ crop marks ___ reg marks ___ file/page info	___ Project folder ASN2-lastname ___ PDF of final design ASN2-initials.pdf ___ no crop marks ___ images folder IMAGES-initials ___ PDF seps ASN2seps-initials ___ with crop-reg-file info ___ proper location

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