

ASSIGN 3 | 8 PAGE HEALTH BROCHURE

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	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> Visual Continuity—provides visual unity between cover and interior page designs through the consistent use of typeface, structure, color/value, and visual elements (as appropriate). How spreads work together.	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>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> Design for repetitive and expandable formats space for multiple line titles, additional body text, etc.	1	2	3	4	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> attention to detail <i>Spelling and correct page info</i>	√	√+	√-		
1	2									
3	4									
√	√+	√-								

TECHNICAL _____ of 20	Document Construction and Specifications		
	___ document size 7X7 or 7X9 ___ page setup - facing ___ grid set/followed ___ margins set .5" & followed ___ use of guides ___ linked text box use + others as appropriate ___ master page items (repeating): folio/ rules/graphic elements heads/subhead/body txt boxes <i>all tagged w/style sheets</i> ___ bleeds set	paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ 1st line indents ___ letter/word space techniques tracking - kerning ___ tabs set or ___ bullet list 3 style sheets <i>head</i> ___ created ___ applied <i>subhead</i> ___ created ___ applied <i>bodytxt</i> ___ created ___ applied	layers ___/___ named/organized spot color specs (text/objects) <i>cover</i> ___ Pantone+cymk spot coated <i>inside</i> ___ Pantone Solid Coated (2) images (cover/ interior) ___/___ stock ___/___ cymk/mono-duotone (PSD) ___/___ proportions ___/___ TIFF or EPS if Duotone ___/___ orig art if illustration ___/___ embedded separations (cover/ pg5 interior) ___/___ cymk/Pantone Solid Coated ___/___ crop mark-reg mark-file info

PRESENTATION _____ of 20	Paper Final	and	Process Folder (10)	Digital Files (10)
	___ trimmed ___ mounted ___ board size ___ dummy ___ process (L) sketches, ref. comps, revisions		___ final designs (R) unmounted • cover • inside-all ___ crop marks ___ 100% scale ___ separations (R) • cover • inside-pg5 ___ crop marks ___ reg marks ___ file/page info	___ Project folder ASN3-lastname ___ PDF of final design ASN3-initials.pdf ___ Images folder IMAGES-initials ___ PDF seps - cvr+pg5 ASN3sepCVR-initials ASN3PAGE5-initials ___ proper location

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