

ASSIGN 1 | POSTER & MAILER

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="0"> <tr> <td data-bbox="321 310 386 394"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="386 310 451 394"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="402 310 971 405">Visual impact and interest through creative and effective composition of type, image, color/value, and other visual design elements (as appropriate)</td> </tr> <tr> <td data-bbox="321 489 386 573"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="386 489 451 573"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="402 489 971 583">Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements (as appropriate)</td> </tr> <tr> <td data-bbox="321 636 386 720"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="386 636 451 720"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="402 636 971 751">Unity and organization through creative and effective use of groups, space, alignment, grid, color/value, other visual elements, and format choice (as appropriate)</td> </tr> </table>	<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)	<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)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	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="0"> <tr> <td data-bbox="1003 310 1068 394"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1068 310 1133 394"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1084 310 1555 447">Conceptual link to content through creative and effective choice of typeface, color, image, and other visual elements (as appropriate)</td> </tr> <tr> <td data-bbox="1003 489 1068 573"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1068 489 1133 573"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1084 489 1555 541">Series Design — poster and mailer visual and conceptual relationship</td> </tr> <tr> <td data-bbox="1003 594 1068 678"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1068 594 1133 678"><input type="checkbox"/> <input type="checkbox"/></td> <td data-bbox="1084 594 1555 646">Effective use of scale and "time/space" in information communication</td> </tr> <tr> <td data-bbox="1084 699 1198 741"><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></td> <td data-bbox="1279 699 1393 741"><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></td> <td data-bbox="1084 751 1555 783">"effort" attention to detail</td> </tr> </table>	<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)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Series Design — poster and mailer visual and conceptual relationship	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Effective use of scale and "time/space" in information communication	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	"effort" attention to detail
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TECHNICAL _____ of 20	<p>Document Construction and Specifications</p> <table border="0"> <tr> <td data-bbox="321 951 695 1087">poster mailer - Illustrator doc ____ document size poster-18x24 v or h mailer-US mail chart</td> <td data-bbox="711 951 1117 1087">poster - Illustrator doc paragraph formats as needed ____ fixed leading</td> <td data-bbox="1133 951 1523 1087">poster - Illustrator doc color specs ____ Text & objects are RGB or greyscale</td> </tr> <tr> <td data-bbox="321 1119 695 1192">____ page setup-single sided ____ bleeds set</td> <td data-bbox="711 1119 1117 1192">____ line breaks & returns ____ space after</td> <td data-bbox="1133 1119 1523 1192">Images ____ RGB or greyscale for vector and raster</td> </tr> <tr> <td data-bbox="321 1224 695 1297">____ margins set and used ____ use of guides</td> <td data-bbox="711 1224 1117 1297">____ letter/word space techniques - tracking - kerning</td> <td data-bbox="1133 1224 1523 1297">____ proportions ____ PSD or .ai ____ embedded</td> </tr> <tr> <td data-bbox="321 1329 695 1402">____ text box use - as appropriate</td> <td data-bbox="711 1329 1117 1402">____ 1st line indents ____ tab settings/bullet lists ____ text wraps</td> <td data-bbox="1133 1329 1523 1402">layers ____/____named/organized</td> </tr> </table>			poster mailer - Illustrator doc ____ document size poster-18x24 v or h mailer-US mail chart	poster - Illustrator doc paragraph formats as needed ____ fixed leading	poster - Illustrator doc color specs ____ Text & objects are RGB or greyscale	____ page setup-single sided ____ bleeds set	____ line breaks & returns ____ space after	Images ____ RGB or greyscale for vector and raster	____ margins set and used ____ use of guides	____ letter/word space techniques - tracking - kerning	____ proportions ____ PSD or .ai ____ embedded	____ text box use - as appropriate	____ 1st line indents ____ tab settings/bullet lists ____ text wraps	layers ____/____named/organized								
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PRESENTATION _____ of 20	<p>Paper Final and Process Folder (10)</p> <table border="0"> <tr> <td data-bbox="321 1507 597 1612">poster board bk-bk mailer mailer mailer</td> <td data-bbox="613 1507 841 1612">____ process (L) sketches, ref. comps, revisions</td> </tr> <tr> <td data-bbox="321 1644 597 1717">trimmed _____</td> <td data-bbox="613 1644 841 1717">final designs (R) unmounted</td> </tr> <tr> <td data-bbox="321 1749 597 1822">board size _____</td> <td data-bbox="613 1749 841 1822">poster mailer ____ crop marks ____ reduced scale ____ 100% scale</td> </tr> </table>	poster board bk-bk mailer mailer mailer	____ process (L) sketches, ref. comps, revisions	trimmed _____	final designs (R) unmounted	board size _____	poster mailer ____ crop marks ____ reduced scale ____ 100% scale	<p>Digital Files (10)</p> <table border="0"> <tr> <td data-bbox="857 1507 1182 1570">____ Project folder ASN1-lastname</td> <td data-bbox="1198 1507 1523 1570">Illustrator file - poster ____ 2 FILES</td> </tr> <tr> <td data-bbox="857 1602 1182 1696">____ PDF of final design ASN1-P-initials.pdf ____ ASN1-M-initials.pdf</td> <td data-bbox="1198 1602 1523 1696">ASN1P-initials.indd ASN1Pfnl-initials.indd ____ comps/variations included</td> </tr> <tr> <td data-bbox="857 1728 1182 1801">____ images folder IMAGES-initials</td> <td data-bbox="1198 1728 1523 1801">Illustrator file - mailer ____ 2 FILES</td> </tr> <tr> <td data-bbox="857 1833 1182 1854">____ proper location</td> <td data-bbox="1198 1833 1523 1854">ASN1M-initials.indd ASN1Mfnl-initials.indd ____ comps/variations included</td> </tr> </table>	____ Project folder ASN1-lastname	Illustrator file - poster ____ 2 FILES	____ PDF of final design ASN1-P-initials.pdf ____ ASN1-M-initials.pdf	ASN1P-initials.indd ASN1Pfnl-initials.indd ____ comps/variations included	____ images folder IMAGES-initials	Illustrator file - mailer ____ 2 FILES	____ proper location	ASN1M-initials.indd ASN1Mfnl-initials.indd ____ comps/variations included							
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-10 DEADLINE	<table border="0"> <tr> <td data-bbox="321 1885 597 1980">Paper poster mailer ____ on time ____ LATE</td> <td data-bbox="613 1885 841 1980">Digital poster mailer ____ on time ____ LATE</td> </tr> </table>	Paper poster mailer ____ on time ____ LATE	Digital poster mailer ____ on time ____ LATE	BONUS POINTS	PROJECT GRADE																		
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