

**ASSIGN 1 | POSTER & MAILER**

<p><b>PROCESS</b> _____ 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><b>CONCEPT, DESIGN, AND COMPOSITION</b> _____ of 50</p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <b>Visual impact and interest</b> 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"/> <b>Emphasis and hierarchy</b> through creative and effective use of typographic contrast, space, color/value, and other visual elements (as appropriate)</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <b>Unity and organization</b> 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"/> <b>Conceptual link to content</b> through creative and effective choice of typeface, color, image, and other visual elements (as appropriate)</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <b>Series Design — poster and mailer visual and conceptual relationship</b></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <b>Effective use of scale and "time/space" in information communication</b></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><b>TECHNICAL</b> _____ of 20</p>	<p><b>Document Construction and Specifications</b></p> <table border="0"> <tr> <td>poster mailer</td> <td>poster</td> <td>poster</td> </tr> <tr> <td>___ ___ document size</td> <td>paragraph formats</td> <td>color specs</td> </tr> <tr> <td>poster-18x24 v or h</td> <td>___ fixed leading</td> <td>___ Text &amp; objects</td> </tr> <tr> <td>mailer-US mail chart</td> <td>___ line breaks &amp; returns</td> <td>Pantone+cymk coated</td> </tr> <tr> <td>___ ___ page setup-single sided</td> <td>___ space after</td> <td>Images</td> </tr> <tr> <td>___ ___ bleeds set</td> <td>___ letter/word space techniques</td> <td>___ cymk/greyscale or</td> </tr> <tr> <td>___ ___ margins set and used</td> <td>___ - tracking - kerning</td> <td>Pantone + cymk coated</td> </tr> <tr> <td>___ ___ use of guides</td> <td>___ 1st line indents</td> <td>for vector</td> </tr> <tr> <td>___ text box use</td> <td>___ tab settings/bullet lists</td> <td>___ proportions</td> </tr> <tr> <td>- as appropriate</td> <td>___ text wraps</td> <td>___ TIFF or .ai if vector</td> </tr> <tr> <td></td> <td></td> <td>___ embedded</td> </tr> <tr> <td></td> <td></td> <td>layers</td> </tr> <tr> <td></td> <td></td> <td>___/___ named/organized</td> </tr> </table>			poster mailer	poster	poster	___ ___ document size	paragraph formats	color specs	poster-18x24 v or h	___ fixed leading	___ Text & objects	mailer-US mail chart	___ line breaks & returns	Pantone+cymk coated	___ ___ page setup-single sided	___ space after	Images	___ ___ bleeds set	___ letter/word space techniques	___ cymk/greyscale or	___ ___ margins set and used	___ - tracking - kerning	Pantone + cymk coated	___ ___ use of guides	___ 1st line indents	for vector	___ text box use	___ tab settings/bullet lists	___ proportions	- as appropriate	___ text wraps	___ TIFF or .ai if vector			___ embedded			layers			___/___ named/organized
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<p><b>PRESENTATION</b> _____ of 20</p>	<p><b>Paper Final and Process Folder (10)</b></p> <p>poster board bk-bk mailer mailer mailer</p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) unmounted</p> <p>board size</p> <p>___ crop marks</p> <p>___ reduced scale</p> <p>___ 100% scale</p>	<p><b>Digital Files (10)</b></p> <p>___ Project folder ASN1-lastname</p> <p>___ PDF of final design ASN1-P-initials.pdf</p> <p>___ ASN1-M-initials.pdf</p> <p>___ images folder IMAGES-initials</p> <p>___ proper location</p>	<p><b>InDesign file - poster</b></p> <p>___ 2 FILES</p> <p>ASN1P-initials.indd</p> <p>ASN1Pfnl-initials.indd</p> <p>___ comps/variations included</p> <p><b>InDesign file - mailer</b></p> <p>___ 2 FILES</p> <p>ASN1M-initials.indd</p> <p>ASN1Mfnl-initials.indd</p> <p>___ comps/variations included</p>																																							
<p><b>-10 DEADLINE</b></p>	<p><b>Paper</b> poster mailer ___ ___ on time ___ ___ LATE</p> <p><b>Digital</b> poster mailer ___ ___ on time ___ ___ LATE</p>	<p><b>BONUS POINTS</b></p>	<p><b>PROJECT GRADE</b></p>																																							