

ASSIGN 1 | POSTER & MAILER

<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><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)</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><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Series Design — poster and mailer visual and conceptual relationship</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Effective use of scale and "time/space" in information communication</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>poster mailer - Illustrator doc</td> <td>poster - Illustrator doc</td> <td>poster - Illustrator doc</td> </tr> <tr> <td>___ ___ document size</td> <td>paragraph formats as needed</td> <td>color specs</td> </tr> <tr> <td>poster-18x24 v</td> <td>___ fixed leading</td> <td>___ Text & objects are RGB or greyscale</td> </tr> <tr> <td>mailer-4x6 h</td> <td>___ line breaks & returns</td> <td>Images</td> </tr> <tr> <td>___ ___ page setup-single sided</td> <td>___ space after</td> <td>___ RGB or greyscale for vector and raster</td> </tr> <tr> <td>___ ___ bleeds set</td> <td>___ letter/word space techniques</td> <td>___ proportions</td> </tr> <tr> <td>___ ___ margins set and used</td> <td>___ - tracking - kerning</td> <td>___ PSD <i>or</i> .ai</td> </tr> <tr> <td>___ ___ use of guides</td> <td>___ 1st line indents</td> <td>___ embedded</td> </tr> <tr> <td>___ text box use</td> <td>___ tab settings/bullet lists</td> <td>layers</td> </tr> <tr> <td>___ - as appropriate</td> <td>___ text wraps</td> <td>___/___ named/organized</td> </tr> </table>			poster mailer - Illustrator doc	poster - Illustrator doc	poster - Illustrator doc	___ ___ document size	paragraph formats as needed	color specs	poster-18x24 v	___ fixed leading	___ Text & objects are RGB or greyscale	mailer-4x6 h	___ line breaks & returns	Images	___ ___ page setup-single sided	___ space after	___ RGB or greyscale for vector and raster	___ ___ bleeds set	___ letter/word space techniques	___ proportions	___ ___ margins set and used	___ - tracking - kerning	___ PSD <i>or</i> .ai	___ ___ use of guides	___ 1st line indents	___ embedded	___ text box use	___ tab settings/bullet lists	layers	___ - as appropriate	___ text wraps	___/___ named/organized
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