

ASSIGN 2 | ARTIST MAGAZINE 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	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table>	1	2	3	4	
1	2									
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1	2									
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<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> Unity and organization through creative and effective use of groups, space, alignment, grid, color/value, other visual elements, and format choice (as appropriate)	1	2	3	4	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> "effort"	√	√+	√-		
1	2									
3	4									
√	√+	√-								
	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> attention to detail	√	√+	√-						
√	√+	√-								
	Spelling and correct page info									

TECHNICAL _____ of 20	Document Construction and Specifications		
	___ document size - 17x11 overall ___ page setup ___ size-orientation 8.5x11 ___ 2 facing ___ column grid set (4) & followed ___ margins set & followed .75"/1"btm ___ use of guides ___ linked BODY text columns ___ BODY text follows column grid ___ other text box use-as appropriate ___ bleeds set if needed	paragraph formats ___ fixed leading ___ body txt locked to baseline grid ___ baseline grid & leading match ___ line breaks & returns ___ space after ___ 1st line indents/space between ___ letter/word space techniques tracking - kerning ___ text wraps	layers ___/___ named/organized color specs ___ spot color specs Pantone+cmyk coated images (art/ artist) ___/___ cmyk color/greyscale ___/___ proportions ___/___ TIFF ___/___ embedded + provided

PRESENTATION _____ of 20	Paper Final	and Process Folder (10)	Digital Files (10)
	___ trimmed ___ flush mounted ___ board size 11x17	___ process (L) sketches, ref. comps, revisions ___ final design (R) cntr on tabloid 100% no crop marks etc	___ Project folder ASN2-lastname ___ PDF of final design ASN2-initials.pdf no crop marks ___ Images folder IMAGES-initials ___ proper location

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