

**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> <b>Visual impact and interest</b> 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> <b>Conceptual link to content</b> 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> <b>Emphasis and hierarchy</b> 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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<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> <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)	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	√	√+	√-						
√	√+	√-								
	<i>Spelling and correct page info</i>									

TECHNICAL _____ of 20	<b>Document Construction and Specifications</b>		
	___ 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+cymk coated images (art/ artist) ___/___ cymk color/greyscale ___/___ proportions ___/___ TIFF ___/___ link + provided

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

-10 DEADLINE	<b>Paper</b>	<b>Digital</b>	<b>BONUS POINTS</b>	<b>PROJECT GRADE</b>
	___ on time ___ LATE	___ on time ___ LATE		