

**ASSIGN 3 | FOLDED BROCHURE**

<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="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><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="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><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="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><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="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><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="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><b>Use of folds to enhance visual layout and information communication</b></p> <p><input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/></p> <p><b>Cover and interior visual and conceptual relationship</b></p>	<p><input type="text" value="√"/> <input type="text" value="√+"/> <input type="text" value="√-"/></p> <p>"effort"</p> <p><input type="text" value="√"/> <input type="text" value="√+"/> <input type="text" value="√-"/></p> <p>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>___ document size 10"x16" max. V or H</td> <td>paragraph formats</td> <td>color specs</td> </tr> <tr> <td>___ page setup - single sided</td> <td>___ fixed leading</td> <td>___ Text &amp; objects Pantone + cymk Coated</td> </tr> <tr> <td>___ grid set/followed (columns/margins)</td> <td>___ line breaks &amp; returns</td> <td>images</td> </tr> <tr> <td>___ use of guides</td> <td>___ space after</td> <td>___ cymk or greyscale</td> </tr> <tr> <td>___ body text in linked text box(s)</td> <td>___ 1st line indents</td> <td>___ proportions</td> </tr> <tr> <td>___ other text boxes - as appropriate</td> <td>___ tab settings</td> <td>___ .TIFF files</td> </tr> <tr> <td>___ letter/word space techniques - tracking - kerning</td> <td>___ body txt locked to baseline grid</td> <td>___ embedded</td> </tr> <tr> <td>___ fold marks</td> <td>___ baseline grid and leading match</td> <td>layers ___/___ named/organized</td> </tr> <tr> <td>___ bleeds set</td> <td></td> <td></td> </tr> </table>			___ document size 10"x16" max. V or H	paragraph formats	color specs	___ page setup - single sided	___ fixed leading	___ Text & objects Pantone + cymk Coated	___ grid set/followed (columns/margins)	___ line breaks & returns	images	___ use of guides	___ space after	___ cymk or greyscale	___ body text in linked text box(s)	___ 1st line indents	___ proportions	___ other text boxes - as appropriate	___ tab settings	___ .TIFF files	___ letter/word space techniques - tracking - kerning	___ body txt locked to baseline grid	___ embedded	___ fold marks	___ baseline grid and leading match	layers ___/___ named/organized	___ bleeds set		
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<p><b>PRESENTATION</b> _____ of 20</p>	<p><b>Paper Final</b></p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size</p> <p>___ folded dummy</p>	<p><b>and Process Folder (10)</b></p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) unmounted ___ with crop marks ___ 100% scale</p>	<p><b>Digital Files (10)</b></p> <p>___ <b>Project folder</b> ASN3-lastname</p> <p>___ <b>PDF of final design</b> ASN3-initials.pdf</p> <p>___ images folder IMAGES-initials</p> <p>___ proper location</p>	<p><b>InDesign file</b></p> <p>___ 2 FILES</p> <p>___ ASN3-initials.indd</p> <p>___ ASN3fnl-initials</p> <p>___ variations included</p>																										
<p><b>-10 DEADLINE</b></p>	<p><b>Paper</b></p> <p>___ on time</p> <p>___ LATE</p>	<p><b>Digital</b></p> <p>___ on time</p> <p>___ LATE</p>	<p><b>BONUS POINTS</b></p>	<p><b>PROJECT GRADE</b></p>																										