

ASSIGN 3 | FOLDED BROCHURE

<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"/> Use of folds to enhance visual layout and information communication</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Cover and interior visual and conceptual relationship</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>___ 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 & objects Pantone + cymk Coated</td> </tr> <tr> <td>___ grid set/followed (columns/margins)</td> <td>___ line breaks & 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 or separate text boxes-as appropriate</td> <td>___ 1st line indents</td> <td>___ proportions</td> </tr> <tr> <td>___ letter/word space techniques - tracking - kerning</td> <td>___ tab settings</td> <td>___ .TIFF files</td> </tr> <tr> <td>___ fold marks</td> <td>___ body txt locked to baseline grid</td> <td>___ embedded + provided</td> </tr> <tr> <td>___ bleeds set</td> <td>___ baseline grid and leading match</td> <td>layers ___/___named/organized</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 or separate text boxes-as appropriate	___ 1st line indents	___ proportions	___ letter/word space techniques - tracking - kerning	___ tab settings	___ .TIFF files	___ fold marks	___ body txt locked to baseline grid	___ embedded + provided	___ bleeds set	___ baseline grid and leading match	layers ___/___named/organized
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<p>PRESENTATION _____ of 20</p>	<p>Paper Final</p> <p>___ trimmed</p> <p>___ mounted</p> <p>___ board size</p> <p>___ folded dummy</p>	<p>and Process Folder (10)</p> <p>___ process (L) sketches, ref. comps, revisions</p> <p>___ final designs (R) unmounted ___ with crop marks ___ 100% scale</p>	<p>Digital Files (10)</p> <p>___ Project folder ASN3-lastname</p> <p>___ PDF of final design ASN3-initials.pdf</p> <p>___ images folder IMAGES-initials</p> <p>___ proper location</p> <p>InDesign file</p> <p>___ 2 FILES</p> <p>___ ASN3-initials.indd</p> <p>___ ASN3fnl-initials</p> <p>___ variations included</p>																								
<p>-10 DEADLINE</p>	<p>Paper</p> <p>___ on time</p> <p>___ LATE</p>	<p>Digital</p> <p>___ on time</p> <p>___ LATE</p>	<p>BONUS POINTS</p> <p>PROJECT GRADE</p>																								