

ASSIGN 1 | AD LAYOUT

<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>	<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table>	1	2	3	4	<p>Visual impact and interest through creative and effective composition of type, image, color/value, and other visual design elements (as appropriate)</p>									
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	<p>Emphasis and hierarchy through creative and effective use of typographic contrast, space, color/value, and other visual elements (as appropriate)</p>									
1	2														
3	4														
		<p>Unity and organization through creative and effective use of groups, space, alignment, grid, color/value, other visual elements, and format choice (as appropriate)</p>	<table style="display: inline-table; vertical-align: middle;"> <tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr> <tr><td>"effort"</td><td></td><td></td></tr> </table> <table style="display: inline-table; vertical-align: middle; margin-left: 20px;"> <tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr> <tr><td>attention to detail</td><td></td><td></td></tr> </table>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"effort"			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	attention to detail		
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attention to detail															
			<p><i>Spelling and correct page info</i></p>												
<p>LAYOUT "A" TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</p>														
	<p>___ document size 6.25 x 6.25</p>	<p>paragraph formats ___ fixed leading</p>	<p>layers ___/___ named/organized color specs ___ 2 Pantone Solid Coated spot images (phone/ logo) ___/___ proportions ___/___ linked + provided mechanical art (digial) separations ___ 2 Pantone Solid Coated spot</p>												
	<p>___ page setup- single sided</p>	<p>___ line breaks & returns</p>													
	<p>___ margins set at .125/followed</p>	<p>___ space after</p>													
	<p>___ use of guides</p>	<p>___ tab settings or ___ bullet list</p>													
	<p>___ text box use - as appropriate</p>	<p>___ text wraps</p>													
	<p>___ letter/word space techniques tracking - kerning</p>														
<p>PRESENTATION _____ of 20</p>	<p>Digital Files (10)</p>														
	<p>___ Project folder ASN1fnl-lastname</p>	<p>InDesign file ___ ASN1adfnl-initials.indd</p>													
	<p>___ PDF of final design ASN1adfnl-initials.pdf with crop marks</p>	<p>___ final designs as pg1 in appropriate file</p>													
	<p>___ Images folder ASN1adimages-initials</p>	<p>___ comps/variations included as pgs</p>													
	<p>___ proper location</p>														
<p>-10 DEADLINE</p>	<p>Digital ___ on time ___ LATE</p>	<p>BONUS POINTS</p>	<p>PROJECT GRADE</p>												