

**ASSIGN 3 | 8 PAGE HEALTH BROCHURE**

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> <b>Visual Continuity—provides visual unity between cover and interior page designs</b> through the consistent use of typeface, structure, color/value, and visual elements (as appropriate). How spreads work together.	1	2	3	4	
1	2									
3	4									
1	2									
3	4									
<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)	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table> "effort"	√	√+	√-						
√	√+	√-								
<table border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table> <b>Design for repetitive and expandable formats</b> space for multiple line titles, additional body text, etc.	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>	√	√+	√-		
1	2									
3	4									
√	√+	√-								

TECHNICAL _____ of 20	<b>Document Construction and Specifications</b>		
	___ document size 7X7 or 7X9 ___ page setup - facing ___ grid set/followed ___ margins set .5" & followed ___ use of guides ___ body text in linked or separate text boxes-as appropriate ___ master page items (repeating): ___ folio/ rules/graphic elements ___ heads/subhead/body txt boxes ___ all tagged w/style sheets ___ bleeds set	paragraph formats ___ fixed leading ___ line breaks & returns ___ space after ___ 1st line indents ___ letter/word space techniques tracking - kerning ___ tabs set or ___ bullet list 2 style sheets head ___ created ___ applied subhead ___ created ___ applied bodytxt ___ created ___ applied	layers ___/___ named/organized spot color specs (text/objects) cover ___ Pantone+cymk spot coated inside ___ Pantone Solid Coated (2) images (cover/ interior) ___/___ stock ___/___ cymk/mono-duotone (PSD) ___/___ proportions ___/___ TIFF or EPS if Duotone ___/___ orig art if illustration ___/___ linked + provided separations (cover/ pg5 interior) ___/___ cymk/Pantone Solid Coated

PRESENTATION _____ of 20	<b>Digital Files (10)</b>	
	___ <b>Project folder</b> ASN3fnl-lastname ___ <b>PDF of final design</b> ASN3brochurefnl-initials.pdf with crop marks ___ <b>Images folder</b> ASN3brochureimages-initials ___ proper location	<b>InDesign file</b> ___ ASN3brochurefnl-initials.indd ___ final designs as pg1-8 in appropriate file ___ comps/variations included as pgs

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