

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>	<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>	<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>Conceptual link to content through creative and effective choice of typeface, color, image, and other visual elements (as appropriate)</p>
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>	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>	<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>Use of folds to enhance visual layout and information communication</p>
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>	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 border="1"> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td></tr> </table>	1	2	3	4	<p>Cover and interior visual and conceptual relationship</p>
1	2											
3	4											
1	2											
3	4											
				<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table>	√	√+	√-	<table border="1"> <tr><td>√</td><td>√+</td><td>√-</td></tr> </table>	√	√+	√-	<p>"effort" attention to detail</p>
√	√+	√-										
√	√+	√-										
				<p><i>Spelling and correct page info</i></p>								
<p>TECHNICAL _____ of 20</p>	<p>Document Construction and Specifications</p>											
	<p>___ document size 15"x8" H</p>	<p>paragraph formats</p>	<p>color specs</p>	<p>___ Text & objects Pantone + cymk Coated</p>								
	<p>___ page setup - single sided</p>	<p>___ fixed leading</p>		<p>images ___ cymk or greyscale</p>								
	<p>___ grid set/followed (columns/margins)</p>	<p>___ line breaks & returns</p>		<p>___ proportions</p>								
	<p>___ use of guides</p>	<p>___ space after</p>		<p>___ .TIFF files ___ embedded + provided</p>								
	<p>___ body text in linked or separate text boxes-as appropriate</p>	<p>___ 1st line indents</p>		<p>layers</p>								
	<p>___ letter/word space techniques - tracking - kerning</p>	<p>___ tab settings</p>	<p>___ body txt locked to ___ baseline grid</p>	<p>___/___ named/organized</p>								
	<p>___ fold marks</p>	<p>___ baseline grid and</p>	<p>___ leading match</p>									
	<p>___ bleeds set</p>											
<p>PRESENTATION _____ of 20</p>	<p>Digital Files (10)</p>											
		<p>___ Project folder ASN3fnl-lastname</p>	<p>InDesign file ___ ASN3foldedfnl-initials.indd</p>									
		<p>___ PDF of final design ASN3foldedfnl-initials.pdf</p>		<p>___ final designs as pg1/2 in appropriate file</p>								
		<p>___ images folder ASN3foldedfnl-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>									