

INSTRUCTOR: Janice Hathaway	COURSE: ART 141 Typography
STUDENT NAME:	
PROJECT 3: Letter & Meaning	
C R I T E R I A F O R G R A D I N G	

How successfully does your design demonstrate the use of letterforms to convey meaning?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully does your design demonstrate some of the following principles of design: unity, balance either symmetrical or asymmetrical, emphasis/focal point, scale/proportion, rhythm, and the relationship of figure/ground?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How much initiative did you show in working through a series of designs before completing your final design?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully did you work within the limitations of the assignment – for example is your design non-representational?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully did your assignment go beyond the basic design requirements demonstrating creativity?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successful were you in utilizing the techniques introduced in Illustrator?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

How well organized and clearly identified was your print and your digital presentation?	1	2	3	4	5

SCORE: Total available - 100 points	
LATE PROJECTS: <ol style="list-style-type: none">1. Projects that are not shown at the critique will receive a ten-point reduction.2. Projects may be revised after the critique and submitted no more than one week after the deadline. Projects will only be graded once.	