

INSTRUCTOR: Janice Hathaway	COURSE: ART 141 Typography
STUDENT NAME:	
PROJECT 4: Line & Visual Hierarchy	
C R I T E R I A F O R G R A D I N G	

All designs are evaluated using the principles of design: unity, balance either symmetrical or asymmetrical, emphasis/focal point, scale/proportion, rhythm, and the relationship of figure/ground.

How successful is your first design demonstrating dramatic visual hierarchy?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successful is your second design demonstrating dramatic visual hierarchy?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successful is your third design demonstrating dramatic visual hierarchy?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully does your final color design demonstrate dramatic visual hierarchy?	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 black and white designs as well as color studies before completing your final designs?	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?	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

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How successful were you in utilizing the techniques introduced in Illustrator?	1 6	2 7	3 8	4 9	5 10
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How well organized and clearly identified was your print and your digital presentation?	1	2	3	4	5
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SCORE: Total available - 100 points	
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LATE PROJECTS: 1. Projects that are not shown at the critique will receive a ten-point reduction. 2. Projects may be revised after the critique and must be submitted one week after the deadline. Projects will only be graded once.	
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