

INSTRUCTOR: Janice Hathaway	COURSE: ART 141 Typography
STUDENT NAME:	
PROJECT: 6: Typographic Synthesis	
C R I T E R I A F O R G R A D I N G	

CONCEPT AND DESIGN

How well does your composition demonstrate design principles emphasizing unity with variety throughout both the front and back of your design?	1 6	2 7	3 8	4 9	5 10
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How effectively do you demonstrate a clear focal point and strong visual hierarchy throughout the composition?	1	2	3	4	5
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How effectively did you use typography to enhance readability?	1	2	3	4	5
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How effective is your paragraph text creating texture and value.	1	2	3	4	5
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How effectively do you incorporate subtle aspects of typography including optical alignment, drop caps, italics, letterspacing and leading.	1 6	2 7	3 8	4 9	5 10
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How well developed is your grid?	1 6	2 7	3 8	4 9	5 10
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Does your composition have an adequate range of scale or value to create drama?	1 6	2 7	3 8	4 9	5 10
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How successfully did you work within the limitations of the assignment including using all the assigned type and	1 6	2 7	3 8	4 9	5 10
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a detailed diagram of your font?	
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How successfully does your assignment go beyond the basic design requirements demonstrating creativity?	1 2 3 4 5
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How effectively was color used in the color version including a good range of color contrast?	1 2 3 4 5
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How much initiative did you show in working through a series of designs including your preliminary sketches before completing your final design including color studies?	1 2 3 4 5
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TECHNICAL CONTROL

How well organized is Illustrator document including the naming of layer sets and layers and the successful use of Paragraph Styles? This includes duplicating your layers and converting the text to outlines on the duplicate layers.	1 2 3 4 5 6 7 8 9 10
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PRESENTATION

How well organized and clearly identified is your digital presentation?	1 2 3 4 5
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SCORE

Total available - 100 points	
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<p>DEADLINE: Your completed project is due at the end of the last scheduled class period.</p> <p>NOTE: This is the last day to turn in the final project. Projects that are not shown at the critique will not be accepted without a written medical excuse. Any student missing the final critique without prior approval will receive a full letter reduction from their final average.</p>	
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