

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 287 Portfolio & Resume Preparation
<b>STUDENT NAME:</b>	
<b>PROJECT 2: VISUAL IDENTITY SYSTEM</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**DESIGN & PAGE LAYOUT**

How complete is your Visual Identity System with all the required content and required pages?	1	2	3	4	5
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How effectively did you translate your black and white mark to color?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

How appropriate is your color palette with primary colors, secondary colors (accent color) and value (light and dark)?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

How well did you convey font families demonstrating samples of headlines, subheads, body copy and a sample of the complete alphabet?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

How successful and consistent were you in refining your typography and page layout through the use of kerning, leading and optical alignment and a grid throughout your pages?	1	2	3	4	5
	6	7	8	9	10

**TECHNICAL CONTROL**

How well organized is your <b>Illustrator</b> document used for developing your Visual Identity System?	1	2	3	4	5
	6	7	8	9	10
<ul style="list-style-type: none"> <li>• Paragraph Styles</li> <li>• Margins</li> </ul>					

<ul style="list-style-type: none"> <li>• Columns or guidelines per page</li> <li>• Hanging punctuation: Story &gt; Optical Margin Alignment if needed</li> <li>• Named layers</li> <li>• Accurate size, etc.</li> <li>• All blank pages removed</li> </ul>	
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**PRESENTATION**

<p>How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?</p> <p><b>Required items:</b></p> <ul style="list-style-type: none"> <li>• Illustrator document (with linked documents as needed)</li> <li>• PDF of Illustrator document</li> </ul>	<p>1    2    3    4    5</p>
<p><b>SCORE:</b> Total available - 100 points This assignment is worth 15% of your final grade.</p>	