

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 292 Computer Graphic Design II
<b>STUDENT NAME:</b>	
<b>PROJECT 3: Virginia Peninsula Literary Consortium Series</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**CONCEPT**

How successfully did you integrate type and image into a cohesive narrative inspired by the content.	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

**DESIGN**

<b>Poster</b> How well does your design demonstrate the design principles emphasizing a clear focal point to demonstrate unity through continuation; typography demonstrating visual hierarchy; and the successful use of kerning, leading and optical alignment?	1	2	3	4	5
	6	7	8	9	10

<b>Program cover</b> How well does your design demonstrate the design principles emphasizing a clear focal point to demonstrate unity through continuation; typography demonstrating visual hierarchy; and the successful use of kerning, leading and optical alignment?	1	2	3	4	5
	6	7	8	9	10

<b>Ticket</b> How well does your design demonstrate the design principles emphasizing a clear focal point to demonstrate unity through continuation; typography demonstrating visual hierarchy; and the successful use of kerning, leading and optical alignment?	1	2	3	4	5
	6	7	8	9	10

<b>Bookmark</b> How well does your design demonstrate the design principles emphasizing a clear focal point to demonstrate unity through continuation; typography demonstrating visual hierarchy; and the successful use of kerning, leading and optical alignment?	1	2	3	4	5
	6	7	8	9	10

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How much initiative did you show in working through a series of designs before completing your final design?	1 6	2 7	3 8	4 9	5 10
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**TECHNICAL CONTROL**

How successful and complete were your digital documents demonstrating the technical skills appropriate for your designs?	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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**MOUNTING**

How successful were you in mounting your literary series?  This includes adequate margins measured accurately; straight matting or mounting; clean cutting without ragged edges; no glue on the mounting surface, no dented corners, and a clean overall presentation without marks or fingerprints.	1 6	2 7	3 8	4 9	5 10
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**PORTFOLIO STATEMENT**

How successful is your Portfolio Statement? (All sections completed with proper sentence structure and the use of design and technical terms.)	1	2	3	4	5
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**PRESENTATION**

How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?  <b>Required items:</b> <b>InDesign document</b> <ul style="list-style-type: none"> <li>• Package each InDesign documents with fonts and all linked documents</li> <li>• PDF of each document <ul style="list-style-type: none"> <li>○ One with “printers marks”</li> <li>○ One with “no printers marks”</li> </ul> </li> </ul> <b>Mounted series</b> <b>Portfolio Statement</b> – <i>this is the short document about the assignment</i>	1	2	3	4	5
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<b>SCORE :: Total available - 100 points</b>	
<b>LATE PROJECTS:</b>  <ol style="list-style-type: none"><li data-bbox="282 394 1036 464">1. Projects that are not shown at the critique will receive a ten-point reduction.</li><li data-bbox="282 512 1036 611">2. Projects may be revised after the critique and submitted one week after the deadline. Projects will only be graded once.</li></ol>	