

INSTRUCTOR: Janice Hathaway	COURSE: ART 141 Typography
STUDENT NAME:	
PROJECT 2: Letter & Unity	
C R I T E R I A F O R G R A D I N G	

All studies will be evaluated based on the principle of design including unity through repetition OR contrast, unity with variety, emphasis and subordination, focal point, balance including symmetrical, asymmetrical or crystallographic and the relationship of figure and ground. The clear identification of layers and organization of your document will also be evaluated.

a. Unity Through Contrast – 5 studies

Design One: How successfully does your design demonstrate unity through contrast with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?	1	2	3	4	5
	6	7	8	9	10

Design Two: How successfully does your design demonstrate unity through contrast with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?	1	2	3	4	5
	6	7	8	9	10

Design Three: How successfully does your design demonstrate unity through contrast with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?	1	2	3	4	5
	6	7	8	9	10

Design Four: How successfully does your design demonstrate unity through contrast with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?	1	2	3	4	5
	6	7	8	9	10

Design Five: How successfully does your design demonstrate unity through contrast with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?	1	2	3	4	5
	6	7	8	9	10

b. Unity Through Repetition – 5 studies

<p>Design One: How successfully does your design demonstrate unity through repetition with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?</p>	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10
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6	7	8	9	10							

<p>Design Two: How successfully does your design demonstrate unity through repetition with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?</p>	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10
1	2	3	4	5							
6	7	8	9	10							

<p>Design Three: How successfully does your design demonstrate unity through repetition with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?</p>	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10
1	2	3	4	5							
6	7	8	9	10							

<p>Design Four: How successfully does your design demonstrate unity through repetition with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?</p>	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10
1	2	3	4	5							
6	7	8	9	10							

<p>Design Five: How successfully does your design demonstrate unity through repetition with a focal point, good use of scale, balance and a strong figure/ground relationship with clear layer identification and organization?</p>	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </table>	1	2	3	4	5	6	7	8	9	10
1	2	3	4	5							
6	7	8	9	10							

<p>SCORE: Total available - 100 points</p>	
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<p>SUBMISSION DETAILS Projects that do not include both original type layers and duplicated type layers converted to outlines will have five points reduced from their grade.</p>	
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<p>LATE PROJECTS:</p>	
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<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 must be submitted one week after the deadline. Projects will only be graded once.	
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