

INSTRUCTOR: Janice Hathaway	COURSE: ART 141 Typography
STUDENT NAME:	
PROJECT: 5: Directions Poster	
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?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How effectively do you demonstrate a clear focal point and strong visual hierarchy throughout the composition?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

Does your composition have clear unity through continuation by using a grid (guides) to emphasize your choice of directions?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How effectively did you translate your black and white design to color?	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? For example, only shape and line that supports your composition or only the use of one font family.	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully does 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

How much initiative did you show in working through a series of designs before completing your final design including multiple black and white and color solutions?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

TECHNICAL CONTROL

How well organized was your Illustrator document including the naming of layer sets and layers? This includes duplicating your layers and converting the text to outlines on the duplicate layers and not having stretched letters.	1 2 3 4 5 6 7 8 9 10
---	-------------------------

PRESENTATION

How well organized and clearly identified is your digital submission?	1 2 3 4 5
---	-----------

SCORE

Total available - 100 points	
------------------------------	--

LATE PROJECTS

<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.	
--	--