

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 287 Portfolio & Resume Preparation
<b>STUDENT NAME:</b>	
<b>PROJECT 2: STATIONARY</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 visually unified are all parts of your stationary?	1	2	3	4	5
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How effectively did you integrate your mark (symbol and logo) into your stationary?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

Business card: How effective is your business card design including your mark and well-design typography?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

Envelope: How effective is your business card design including your mark and well-design typography?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20

Letterhead: How effective is your business card design including your mark and well-design typography?	1	2	3	4	5
	6	7	8	9	10

How successfully does your assignment go beyond the basic 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 designs?	1	2	3	4	5
	6	7	8	9	10

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### TECHNICAL CONTROL

How well organized is your <b>Illustrator</b> document used for developing your stationary? <ul style="list-style-type: none"><li>• Margins</li><li>• Guidelines per page</li><li>• Named layers</li><li>• Accurate size, etc.</li><li>• All blank pages removed</li></ul>	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? How complete were you in submitting all the required elements in your presentation?  <b>Required items:</b> <ul style="list-style-type: none"><li>• Original Illustrator document (with linked documents as needed)</li><li>• PDF</li></ul>	1 2 3 4 5
<b>SCORE:</b> Total available - 100 points This assignment is worth 10% of your final grade.	