

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 291 Computer Graphic Design I
<b>STUDENT NAME:</b>	
<b>PROJECT 2 Client Presentation Kit</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**PRESENTATION KIT**

How complete is your Presentation Kit with all the required content and required pages?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How creative is your Presentation Kit while remaining subordinate to you client information?	1	2	3	4	5
	6	7	8	9	10

How well does your Presentation Kit demonstrate the design principles emphasizing unity with variety – do all pages have consistent layouts?	1	2	3	4	5
	6	7	8	9	10

How successfully did your typography in your Presentation Kit represent clear visual hierarchy to support your message including headline, subheads, and body copy?	1	2	3	4	5
	6	7	8	9	10

How successful and consistent were you in refining your typography through the use of kerning, leading and optical alignment (hanging punctuation) and a grid throughout your Presentation Kit?	1	2	3	4	5
	6	7	8	9	10

How appropriate is your color palette for your client with primary colors, secondary colors (accent color) and value (light and dark)?	1	2	3	4	5
	6	7	8	9	10

How well did you convey font families that will be used in combination with your symbol and logo demonstrating	1	2	3	4	5
	6	7	8	9	10

samples of headlines, subheads and body copy?	
---	--

**TECHNICAL CONTROL**

How successful and complete was your <b>InDesign</b> document demonstrating the technical requirements?	1	2	3	4	5
<ul style="list-style-type: none"> <li>• Master pages with title</li> <li>• Paragraph Styles</li> <li>• Margins</li> <li>• Columns or guidelines per page</li> <li>• Hanging punctuation: Story &gt; Optical Margin Alignment if needed</li> <li>• Named layers</li> <li>• Placed linked documents</li> <li>• Accurate size, etc.</li> <li>• Bleed</li> <li>• All blank pages removed</li> <li>• Errors removed through the Preflight panel</li> <li>• Packaged document</li> </ul>	6	7	8	9	10
	11	12	13	14	15

**PORTFOLIO STATEMENT**

How successful is your Portfolio Statement?	1	2	3	4	5
---	---	---	---	---	---

**PRESENTATION**

How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?	1	2	3	4	5
<p><b>Required items:</b></p> <p><b>Presentation Kit</b></p> <ul style="list-style-type: none"> <li>• Packaged in InDesign document with all linked items</li> <li>• PDF</li> </ul> <p><b>Portfolio Statement</b> – <i>this is the short document about the assignment</i></p> <ul style="list-style-type: none"> <li>• Microsoft Word or PDF</li> </ul>					
<b>SCORE:</b> Total available - 100 points					