

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 291 Computer Graphic Design II
<b>STUDENT NAME:</b>	
<b>PROJECT 3: Client Product</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**CONCEPT AND DESIGN**

How effectively does your product further the “brand identity” of your client?	1 6	2 7	3 8	4 9	5 10
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How successfully did you integrate type and image into a cohesive narrative inspired by the content.	1 6	2 7	3 8	4 9	5 10
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Does evident is your clear focal point on each page?	1	2	3	4	5
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How well does your composition demonstrate the design principles emphasizing unity with variety?	1	2	3	4	5
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How successfully did your typography represent clear visual hierarchy to support your message?	1 6	2 7	3 8	4 9	5 10
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How successful were you in refining your typography through the use of kerning, leading and optical alignment?	1 6	2 7	3 8	4 9	5 10
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How successful were you in using a grid to consistently organize the various panels of your brochure?	1 6	2 7	3 8	4 9	5 10
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How successful are your vector graphics and/or photography?	1 6	2 7	3 8	4 9	5 10
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How much initiative did you show in working through a series of drawings and folded “dummies” before completing your final design?	1	2	3	4	5
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**TECHNICAL CONTROL**

How successful and complete were your digital documents demonstrating the technical requirements?	1	2	3	4	5
<ul style="list-style-type: none"> <li>• Accurate sized panels</li> <li>• Fold marks</li> <li>• Paragraph Styles</li> <li>• Grid, columns or guidelines per page</li> <li>• Bleed</li> <li>• Named layers</li> <li>• Placed text and linked text boxes</li> <li>• Placed graphics</li> <li>• Hanging punctuation: Story &gt; Optical Margin Alignment</li> <li>• All blank pages removed</li> <li>• Die cut if needed</li> <li>• Packaged document</li> <li>• CMYK color for all Photoshop and Illustrator documents</li> <li>• PDF Profile (used when Packaging)</li> <li>• Pre-Flight Profile (custom profile to catch errors)</li> </ul>	6	7	8	9	10

**PRINTING, FOLDING, CUTTING**

How successful were you in gluing, trimming and folding your final project? <i>This includes clean cutting with a straightedge and an X-Acto knife without ragged edges and a clean overall presentation without marks or fingerprints.</i>	1	2	3	4	5
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**PORTFOLIO STATEMENT**

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

How well organized and clearly identified is your digital	1	2	3	4	5
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<p>presentation? How complete were you in submitting all the required elements in your presentation?</p> <p><b>Required items:</b></p> <ol style="list-style-type: none"> <li>1. Scans of your pencil sketches and dummies</li> <li>2. Packaged InDesign document with fonts and all linked documents</li> <li>3. Two PDFs of your project: one with marks and one without marks.</li> <li>4. Printed, folded project - this will not be returned.</li> <li>5. Portfolio Statement (digital only in Microsoft Word or a PDF).</li> </ol>	
<p><b>SCORE:</b> Total available - 100 points</p>	
<p><b>LATE PROJECTS:</b></p> <ol style="list-style-type: none"> <li>1. Projects that are not shown at the critique will receive a ten-point reduction.</li> <li>2. Projects may be revised after the critique and submitted no more than one week after the deadline. Projects will only be graded once.</li> </ol>	