

INSTRUCTOR: Janice Hathaway	COURSE: ART 292 Computer Graphic Design II
STUDENT NAME:	
PROJECT 1: Wine/Beer Label	
C R I T E R I A F O R G R A D I N G	

RESEARCH ABOUT YOUR WINERY OR BREWERY

How in-depth was your research about your winery or brewery including the region, type of beverage, target audience, competitors and appropriate type of bottle?	1	2	3	4	5
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CONCEPT AND DESIGN

How effectively does your wine/beer label visually articulate a wine from a fictitious Virginia winery/brewery that competes in the international marketplace as well as being unique to Virginia and your winery/brewery based on your own original imagery?	1	2	3	4	5
	6	7	8	9	10

How successful were your illustrative or photographic skills in developing a graphic for your label?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

How successfully did your Integrate type and image into a cohesive narrative inspired by the content.	1	2	3	4	5
	6	7	8	9	10

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	2	3	4	5
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Does your composition have a clear focal point?	1	2	3	4	5
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How successfully did you work within the limitations of the assignment?	1	2	3	4	5
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How much initiative did you show in working through a series of designs before completing your final design?	1 6	2 7	3 8	4 9	5 10
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TECHNICAL CONTROL

How successful were your digital documents using named layers, paths or other appropriate technique?	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	2	3	4	5
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MOUNTING

How successful were you in mounting your label on a bottle that is an appropriate choice for your beverage? <i>This includes clean cutting by using an X-acto knife and straight edge, no 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? (All sections completed with proper sentence structure and the use of design and technical terms.)	1	2	3	4	5
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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?	1	2	3	4	5
<p>Required items:</p> <p>Research about your winery or brewery</p> <p>Illustrator document</p> <ul style="list-style-type: none"> • Illustrator document with duplicated type layers 					

<p>converted to outline</p> <ul style="list-style-type: none">• All linked documents <p>PDF of your label</p> <p>Label spray mounted on an appropriate bottle</p> <p>Portfolio Statement – <i>this is the short document about the assignment</i></p> <ul style="list-style-type: none">• Microsoft Word or PDF	
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<p>SCORE: Total available - 100 points</p>	
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<p>LATE PROJECTS:</p> <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 submitted one week after the deadline. Projects will only be graded once.	
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