

INSTRUCTOR: Janice Hathaway	COURSE: ART 292 Computer Graphic Design II
STUDENT NAME:	
PROJECT 4: Magazine Page Design	
C R I T E R I A F O R G R A D I N G	

RESPONSE TO FEEDBACK

How effectively did you revise your writing and/or photographs from the Food Styling assignment based on feedback on your grading sheet?	1	2	3	4	5
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How effectively did you integrate your photographs into your magazine pages?	1	2	3	4	5
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CONCEPT & DESIGN

How effectively do your magazine pages further the “brand identity” of your beverage?	1 6	2 7	3 8	4 9	5 10
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<p>How complete is your writing with all the required elements?</p> <ul style="list-style-type: none"> • Article headline. • Article subhead. • Author of article. • Title of vineyard. • Title of your wine or beer. • Pull quote. • A minimum of 500 words as paragraph text. Avoid “greeking” and use real text as much as possible. • Recipe related to your beverage. • Month and year of magazine. • Title of magazine. • Page numbers • Credits as needed. • Photographs of your bottle. • Photographs of food or drink related items. 	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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How successfully did your integrate type and image into a cohesive narrative inspired by the content.	1	2	3	4	5
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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	2	3	4	5
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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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How successful are your vector graphics and small drawn elements?	1	2	3	4	5
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RESEARCH

How much initiative did you show in working through a series of layout thumbnails before completing your final design?	1	2	3	4	5
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How in-depth was your study of grids in InDesign with a minimum of 10 studies?	1	2	3	4	5
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How in-depth was your research and list demonstrated by the use of Lynda.com tutorials submitted with your project?	1 6	2 7	3 8	4 9	5 10
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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"> • Master Pages with page numbers, magazine name and month • Paragraph Styles 	6	7	8	9	10
	11	12	13	14	15

<ul style="list-style-type: none"> • Columns or guidelines per page • Bleed • Named layers • Placed text and linked text boxes • Hanging punctuation: Story > Optical Margin Alignment • All blank pages removed 	
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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

<p>How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?</p> <p>Required items:</p> <ul style="list-style-type: none"> • Packaged InDesign document with your grid studies. • Packaged InDesign document with <u>all linked documents</u>. • PDF of your InDesign document. • Portfolio Statement – <i>this is the short document about the assignment</i> - Microsoft Word or PDF 	1	2	3	4	5
SCORE: Total available - 100 points					
<p>DEADLINE: Your completed project is due at the beginning of the last scheduled class period.</p> <p>1. NOTE: This is the last day to turn in the final project. Projects that are not shown at the critique will not be accepted without a written medical excuse.</p>					