

Other than Honorable Design Grade sheet

Name: _____

- 5 Exemplary, fulfills all requirements
- 2 Below standard, review requirements

- 4 Proficient, a few corrections needed
- 1 Did not demonstrate

- 3 Acceptable, but work on mastery

LAYOUT

- Margins are consistent.
- No copy crosses the gutter.
- Internal spacing is consistent between elements.
- Secondary coverage adds to page design and info.
- White space is planned and is outside of the photo/copy placement.
- Spread looks orderly, planned and reader-friendly.

SCORE:

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- 5 4 3 2 1

COMMENTS:

PHOTO PLACEMENT

- One element is 2.5 times larger and serves as the center of visual interest.
- Designer chose a photo that shows emotion.
- A horizontal eyeline extends across the spread. All elements sit on or hang from the eyeline.
- A variety of shapes and sizes create contrast with the dominant element.
- Photos placed direct reader into the page/spread.
- Photos are cropped correctly.
- Photos are correct color mode and link properly.

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- 5 4 3 2 1

TEXT

- Headline presentation and body copy are a packaged unit.
- Headline grabs reader's attention (generally subject, verb, direct object).
- Captions are a uniform width.
- Caption lead-ins serve as reader entry points.

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- 5 4 3 2 1

TYPOGRAPHY

- Readability guides all decisions. Style is consistent for spread/page.
- Number of typefaces is limited; contrast in size, weight, capitalization and color is interesting and not distracting.
- Repetition of typographic techniques is used for unity.

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- 5 4 3 2 1

GRAPHICS

- Graphics are used for an obvious purpose. Lines, tints and screens enhance readability.
- Repetition of graphic techniques unifies related content.

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- 5 4 3 2 1

IMPACT

- Design is creative and grabs reader's attention.

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- 5 4 3 2 1

TOTAL SCORE _____ / 30