

ADV1160

Instructor: Genevieve Hitchings

Designer: _____

PART I: Typography Booklet Cover (In-class critique)

Please rate based on each Principal of Design

5=Best 1=Worst

- 5 4 3 2 1 **Balance:** cover layout feels balanced (asymmetrical or symmetrical). If the design was on a scale these elements should be balanced to make a design feel stable.
- 5 4 3 2 1 **Proximity /Unit:** there is a feeling of harmony between all parts of the artwork creating a sense of completeness.
- 5 4 3 2 1 **Proportion:** layout feels well proportioned (all parts relate well to each other).
- 5 4 3 2 1 **Alignment:** layout does not feel cluttered. Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. The allotted amount of negative space gives a comfortable breathing room.
- 5 4 3 2 1 **Rhythm:** Layout creates a feeling of organized movement. Repeating design elements and consistent use of type help to create positive rhythm in design.
- 5 4 3 2 1 **Emphasis:** There is an effective feeling of contrast in layout. Big and small elements, black and white text, squares and circles, can all create contrast in design.
- 5 4 3 2 1 **Overall,** cover is a creative and effective visual solution.
- 5 4 3 2 1 **Color:** use of color in layout is effective

Y N

- Materials and project dimensions are correct.
- Presentation is clean and professional.
- Content contains no errors (grammatical/punctuation).
- Cover design needs more work.

PART II: InDesign Booklet Setup (In-class critique)

Typesetting

Y N

- Project dimensions are correct (Margins, Gutter, Bleeds)
 - Facing Pages – set pages up as spreads
 - Work only in Black and White for now
 - 2 Columns
 - Use of only one typeface throughout booklet
 - Consistent use of alignment, leading, and type size throughout booklet
 - 2 Columns
 - Extra word spaces
 - Paragraph spaces
 - Bad word breaks, widows, orphans, rivers
 - Use of a baseline grid throughout booklet
 - Use of a drop caps in the first paragraph throughout booklet
-
- 5 4 3 2 1 Overall layout is readable (comfortable font, font size, paragraph alignment, leading)
 - 5 4 3 2 1 Overall attention to detail
 - 5 4 3 2 1 Use of a grid is clear and obvious