

Project 03

Typography History Publication evaluation

Learning outcomes and objectives

Presentation and design of a booklet that showcases you research and illustrates the ability to Identify, specify, and classify printing types and fonts of historical and cultural significance.

1 2 3 4 5 6 7 8 9 10

Explained the significance of typographic history, with an emphasis on revealing the ways in which typography, as a discipline, has been influenced by the economic, social and / or political conditions of a place and time.

1 2 3 4 5 6 7 8 9 10

Successfully submitted comprehensive bibliographies and provided necessary image credits. Annotated bibliography will include at least 10 readings [approx. 3 each] that pertain to the time period of group presentation.

1 2 3 4 5 6 7 8 9 10

Level of research and accuracy of content

Cited research occurred beyond the facility of the internet. The Internet was used primarily to locate resources in print format and to obtain a general idea of the topics to further research.

1 2 3 4 5 6 7 8 9 10

A comprehensive study of the time period assigned was produced. Discussed architectural styles, significant works of art, social and cultural influences as well as technological breakthroughs.

1 2 3 4 5 6 7 8 9 10

Publication included an adequate amount of typographic content. Typographic elements are highly considered and effective. Considered readability and legibility. Line spacing, letter spacing and typographic variations are used effectively.

1 2 3 4 5 6 7 8 9 10

Quality of presentation

Presentation was thorough, concise: adequate length A 15-20 minute digital presentation with visual examples was produced.

1 2 3 4 5 6 7 8 9 10

Successfully designed a publication and presentation that was engaging and interesting to experience. The pacing and rhythm of the publication was considered. Presentation and publication included an introduction, middle and summary or conclusion.

1 2 3 4 5 6 7 8 9 10

Project was approached with a high level of interest and commitment. You exhibited a positive attitude and made effective use of time. You became familiar with the history, purpose and intention of typographic form, while developing group dynamics, leadership skills and effective communications. You did your share.

1 2 3 4 5 6 7 8 9 10

Craftsmanship

Image resolution of images and illustration is clear and effective. Page layout is consistent [typography, grid, alignment, hierarchy]. Pages were not overly crowded and difficult to interpret because of an effective use of white space.

1 2 3 4 5 6 7 8 9 10

total _____ / 100 = _____

100 - 90% A 89 - 80% B 79 - 70% C 69 - 60% D

My standards and expectations are high. The discipline of design is very rigorous and competitive. This course and its instructor are reflections of this. With regard to letter grades: The grade of "C" is satisfactory. It is not poor performance. If a student receives this grade they have put forth a reasonable amount of effort and attained acceptable [average] results.

A "B" grade shows the student has pushed beyond the average; they have understood the needs of the project and addressed them; they have employed their learning and have crafted successful resolutions to the design problems assigned. Students receiving a "B" have reached a level which clearly exceeds "competency"

The "A" is reserved for students who have attained excellence. They have, in fact, exceeded the expectations of the project's tasks put before them. Additionally, interest, enthusiasm, energy, and passion for design and the learning process have been displayed.