

Grade Sheet *for* PROJECT 2: MOVIE POSTER

0 NO SUBMIT
1 FAIL
2 POOR
3 AVERAGE
4 GOOD
5 EXCELLENT

CONCEPT {IDEA}

Articulated Design Brief. <i>Complete & Clear Writing & Thought Process</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original & Interesting Project Concept. <i>Idea/Storyline</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual Manifestation. <i>Idea/Storyline is Clearly Conveyed/Seen in Composition</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Follows Assignment Theme. <i>Follows Movie Posters Industry Standard for Genre</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMPOSITION {DESIGN}

Compositional Considerations. <i>Object Arrangement & Design Principles</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Composition is Visually Engaging. <i>Interesting Characters & Environment Design</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images. <i>Blending of Images Appears Seamless & Appropriate for Concept</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Typography. <i>Type Choice and Treatment is Legible & Appropriate</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color & Shadows. <i>Unified and Appropriate Choice of Colors & Cast Shadows</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contrast & Clarity. <i>Images have Appropriate Contrast for Concept</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TECHNICAL {TOOLS & TECHNIQUES}

Required Content. <i>Star Actors, Movie Title, Tagline, Credit Box, Web Address, Release Date</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quantity of Images. <i>Minimum of 4 Images Used</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photographs. <i>Use of Own Imagery (*Max. of 50% Unmanipulated Copyright-Cleared Imagery)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Image Quality. <i>Clear Images of Good Size, Quality & Resolution</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Correct Document Settings/Template Usage. <i>Dimensions, Orientation & Resolution</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization. <i>Appropriate Naming & Organization of Layers & Group Folders</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lecture Techniques & Tools. <i>Layer Styles, Blending Modes, Adjustment Layers, Etc</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Masking Tools. <i>Masking is Clean & Smooth & Technique Is Appropriate for Intended Result</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
File Submission. <i>Original Layered Photoshop (.psd) & Design Brief with Self Eval (.doc)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
File Naming. <i>Files Named as Specified on Assignment Sheet</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUBTOTAL SCORE _____ / 100PTS

All Late Project Submissions are Docked 10pts off Subtotal Score. LATE PENALTY YES -10 PTS

TOTAL POINTS & GRADE