

NAME_____COLOR_____DATE_____

REFLECTION & EVALUATION Newsletter

DUE DATE:_____

Reflect upon your art project by answering the following questions in complete sentences. Answer them with as much information as possible about your art work.

PROJECT: Personal_____ Define Graphic Art and Graphic Design (found on moodle under topic 5 what is graphic design power point, yellow slide)? (2 Points)

-graphic art

-graphic design

1. _____ Why should a layout first be designed on paper through the use of thumbnails?
2. _____ List at least 2 advantages of using a professional layout program like Adobe In-Design versus Microsoft Word?
3. _____ Why should the text flow with the imagery within the layout versus randomly placing it?
4. _____ How do designers attract reader's attention when using text to communicate a message?

Project Evaluation

Each of the following is worth 2 points

- _____ 8 ½" x 11" portrait format layout
- _____ Masthead creatively designed and placed
- _____ At least one image was used that relates to the chosen interest (NOT PIXELATED/blurry) along with text wrapping
- _____ Pull quote was used along with text wrapping (pulled text from and used quotation marks) 16-18 pts
- _____ Used a folio / name and date was properly placed with masthead -Date was written out (example August 2018) (8-10 pts in size)
- _____ Used at least 1, 2 column text box (text frame options) in the body of the Newsletter
- _____ Each section has its own heading/subheading which stood out from the body text and relates to personal interest theme 16-18 pts
- _____ Captions (8 pts in size) were consistently placed under the photos
- _____ Text inside of each text box is properly laid out and adjusted so it does not sit on the edge (body text is 12 pts)
- _____ Research is evident in the Body of text (Citation includes URL to site sources (5 pts, located at the bottom of newsletter)
- _____ Demonstrates superior craftsmanship and was free of spelling and grammatical errors
- _____ Information provided was relevant and educated the reader about their chosen interest in a clear and concise manner

_____ Total Points

Project: complete or incomplete

30-27=A

26-24=B

23-21=C

20-18=D

17-below=F