



ex : Type Hierarchy / Style Sheets & evaluation sheet

grade scale & percent 100% / 10 pts

>A	A-	B+	B	B-	C+	C	C-	D+	D	D-	<F
96%	90	87	84	80	77	74	70	67	64	60	<59%

overview

Student's will create four different examples of typographic hierarchy using a variety of type and a style sheet.

<https://helpx.adobe.com/illustrator/using/character-paragraph-styles.html>

<https://helpx.adobe.com/indesign/how-to/indesign-formatting-text-paragraph-styles.html>

requirements

specifications:

- » 4 different compositions experimenting with type hierarchy (all different); be creative! One composition must have all four styles in a single text frame.
- » Research 10 different examples in *Communication Arts Typography Annuals*
- » naming convention: *ex_TypeHier_term+year_lastName+FirstInitial*

Size & Color:

- » Using 1-2 paragraphs *Ipsium* type, color and/or b&w, four compositions within one page
- » each square is 3.75" x 3.75", with a .5 stroke (outline) that defines the individual composition

minimum requirements / specifications 40% / 4 pts

3.8	3.4	3.0	2.6	2.4	Digital Craft: Overall quality of digital/physical presentation. Minimum assignment requirements, 8.5" x 11" digital ai , 300 dpi, RGB color mode, B&W laser print to turn in with digital file (packaged). This includes and is not limited to <i>NAMING YOUR DIGITAL FILE CORRECTLY</i> .
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technical / digital literacy 60% / 6 pts

6	4	2	Media Literacy: Students will demonstrate media literacy with the required construction and output of their digital files. Shows understanding and quality of process; correct application of <i>blending modes</i> and file organization. This is specific to each medium; digital file construction and/or printing.
		<input type="checkbox"/>	1 pt: Research; 10 examples of the 4 different styles required; B&W laser prints of examples stapled to the back of the completed exercise sheet
		<input type="checkbox"/>	1 pt: <i>Headline, Subhead, Bodycopy, and Pull Quote</i> using a text wrap; individual styles for each—4 total
		<input type="checkbox"/>	1 pt: <i>Package</i> of finished project—uploaded to <i>Blackboard</i> prior to the start of class
		<input type="checkbox"/>	3 pt: Correct use of Paragraph Styles; each style object labeled
	-1	<input type="checkbox"/>	Late: -10% (Excused)
	-2.5	<input type="checkbox"/>	Late: -25% (Unexcused)
		<input type="checkbox"/>	Incomplete; does not meet minimum requirements

Letter Grade	Definition
A	Student work demonstrates consistently excellent scholastic performance; thorough comprehension; ability to correlate the material with other ideas, to communicate and to deal effectively with course concepts and new material; exceptional reliability in attendance and attention to assignments.
B	Student work demonstrates superior scholastic performance overall, above average knowledge of subject matter, and attention to assignments; may demonstrate excellence but be less consistent than the work of an A student.
C	Student work demonstrates satisfactory performance overall, as well as reliable knowledge of subject matter, and attention to assignments. All minimum assignment requirements have been met by the student.
D	Student work demonstrates minimal, barely passing performance and comprehension overall; limited knowledge of subject matter.
F	Student work demonstrates unsatisfactory performance and comprehension or unfulfilled requirements. The grade is failing. (Often times this student will miss many class sessions.)