**NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SECTION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| MEDIA APPLICATIONS FINAL PROJECT RUBRIC—SPRING 2018Designing your own Brand! **Blank letterhead template and business card template can be found on my Weebly** | Points |
| **Create a Letterhead on Adobe InDesign-** Student creates a letterhead on Adobe InDesign. This letterhead should match the overall theme of their brand | 10 |
| **Create a Logo in Adobe Illustrator-** Student created a logo in Adobe Illustration. This logo must relate to the theme of their brand and it must be placed into their InDesign Document.(LAP 4)Logo Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 10 |
| **Create a Business Card-** Student created a business card in Adobe InDesign. This business card must relate to the theme of their brand including colors, logo, etc. (LAP 4) | 10 |
| **Three new swatches (LAP 3 & 4)** **Swatch 1** Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Swatch 2**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Swatch 3**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 10 |
| **Kerning** (LAP 3) (It can be applied in major headings or Type on a Path).  Where is it applied? Please describe EXACTLY where it is applied. Letterhead/business card/logo\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_text: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_word \_\_\_\_\_\_\_letters\_\_\_\_\_\_\_ Numeric setting in kerning box\_\_\_\_\_\_ ***If you do not record here the number that*** ***appears in the Character Panel, no points will be given. If a number appears in parenthesis, it is still showing the default.*** | 5 |
| **Tracking-** (LAP 3) (It can be applied in major headings or Type on a Path). Where is it applied? Please describe EXACTLY where it is applied.Letterhead/business card/ logo\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_text: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Numeric setting in tracking box\_\_\_\_\_\_ ***If you do not record here the number that***  ***appears in the Character Panel, no points will be given.*** | 5 |
| **Leading**: One example applied on : (LAP 3) Letterhead/business card/logo\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ text: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Numeric setting in leading box\_\_\_\_\_\_\_\_ ***If you do not record here the number that***  ***appears in the Character Panel, no points will be given.*** | 5 |
| **Design an Illustration (LAPs 4 & 5)** Student will create at least one illustration in Adobe Illustrator. These illustrations must be used on either their letterhead, business card, or both YOUR ILLUSTRATION MAY NOT BE YOUR LOGO.Illustration 1 Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 5 |
| **New stroke style** applied once. Where is it applied? (LAP 2)Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ text or object \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 5 |
| Overall appearance and use of page layout guides.Use a white background for the purpose of saving ink. You may print on colored paper, however.1. **Do not overcrowd** with too much text or graphics.
2. Establish a consistent look by using the same style of graphic images throughout the document.
3. Choose a maximum of 2-3 typefaces (fonts) per document. This includes those used in paragraph styles.
4. When in doubt, apply the KIS formula to your document. **KEEP IT SIMPLE.**
5. Create a balanced and symmetrical document by using guides to align text, graphic images, columns, and shapes
6. **Use white space** as a tool to give the reader room for the eyes to “breathe” between different parts of a document. However, do not leave large gaps of space simply because you don’t know what to include in the document.
7. **Do not overuse typestyles** such as bold, italic, and underline. Avoid using all caps, except for headings, as these “scream” at your audience.
8. Give the document to someone else to proofread before turning it in as they may catch spelling errors or have a suggestion as to how to improve the design.
9. **Avoid text touching text frame edges. (**Use offset and vertical alignment as needed.)
10. **Avoid hyphenation** unless necessary to keep a long word from going to a new line thus leaving a large amount of white space at the end of the previous line or making the right margin extremely uneven. Use manual hyphenation to control this.
11. **Contrast** between text and background colors.
12. **Large text should not be used simply to fill space.**
 | 10 |

**DIRECTIONS FOR TURNING IN THE FINAL PROJECT**

* Print a colored copy of your letterhead, logo and business card.
* Staple these items to your rubric
* Hand them in to Ms. Farrell

 **TOTOAL \_\_\_\_\_\_\_\_\_\_\_/75**