

**GD310
ADVANCED
TYPOGRAPHY**

INSTRUCTOR
Donna Stepien

PROJECT #2

**POEM BOOK
GRADE SHEET**

DUE CLASS #9

Concept/Originality and Fulfills Concept Goal (30pts)

- _____ typographic visual/verbal message of content; visually cohesive presentation (10)
- _____ 500–600 words, follows directions of Procedure #3 on Proj. Sheet (20 [5 pts ea])
 - _____ a. name of poem, poet, date, reference
 - _____ b. pertinence of one or more of the following areas to poem/poet
 - technology
 - political environment
 - economic issues
 - society and/or culture
 - _____ c. specifically what about the poet and his/her work interests you
 - _____ d. how the poet’s work affects your understanding of visual presentation of text

Research, written according to MLA Guidelines (20 pts)

- _____ five annotated bibliographical sources (incl. ubu site / Eye article) (2 pts ea x 5 = 10)
- _____ colophon explaining sizes and proportional relationships of type and leading; and page sizes and text block ratios of your book (5 pts)
- _____ research as evidenced in formal presentation (5 pts)

Technical Skill (30 pts)

- _____ typography: type sizes, leading [NOT auto leading], H&Js, kerning, Character Style Sheets (10)
- _____ format/size/placement/weight/color contrasts, pica measurements (10)
- _____ competency in Adobe InDesign; typography, Paragraph Formatting, grid/structure (10)

Craft (20 pts)

- _____ meticulous craft and professional presentation, including paper and printing quality, trim, assembly and pocket folder (clean, straight, neat, NO RUBBER CEMENT)

Final Presentation, due Classes #9: 60 points homework/completion credit (10 pts ea):

- _____ visual support materials for presentation
- Two completed books:
- _____ book in pocket folder on board (we'll do this class #9)
 - _____ book in plastic sheet protector (with three-hole punch on left side)
- Digital files PLACED DIRECTLY INTO DROP BOX, 'GD310POEM BOOK' FOLDER, DO NOT CREATE YOUR OWN FOLDER):
- _____ scans of all sketches and notes as **one** pdf file labelled "smithpoembksktchs.pdf"
 - _____ poem book saved as .ai: "smithpoembk.indd"
 - _____ poem book file saved as .pdf: "smithpoembk.pdf"