

NAME: _____ DATE: _____

TYPOGRAPHIC HIERARCHIES [SELF-ASSESSMENT]

Reading each statement given, be honest and introspective about your work.
Check the box next to the number you feel is most reflective of it.

Be sure to write your name and date, and submit to the instructor for proper grade attribution.

1. AWARENESS, ANALYSIS, & USE OF INTRODUCED PRACTICE

← LEAST – MATCHES THE STATEMENT – MOST →

Work shows rich relations to a wide range of sources covered, skillfully incorporating the most relevant practices and procedures into the project.

1 2 3 4

2. VISUAL APPEAL & CREATIVITY

Work displays and considers appropriate, effective, and advanced use of color, balance, form, function, and process.

1 2 3 4

3. INFORMATIONAL HIERARCHY, FORM & FOCUS

Work exemplifies proper, appropriate, and effective use of form; informational hierarchy is well designed and draws focus to the appropriate information using typographic styling and blending; design elements, illustrations, icons, and photographs are displayed with appropriate use of space and size, and work well with typographic use and style.

1 2 3 4

4. FORMAL & CONCEPTUAL CLARITY

Work shows rich relations to a wide range of sources covered, skillfully incorporating the most relevant practices and procedures into the project.

1 2 3 4

5. TECHNICAL SPECIFICATIONS & FILE REVIEW

Final file was uploaded correctly and follows exact instructions for color space, size, structure, format, name, and extension.

1 2 3 4

6. NOTES: Please use the back of this sheet to add any notes you wish reflected in this project. This may include your overall feeling of accomplishment, time constraints, special considerations, or progression in this course from what knowledge you started this course with to where you are now. *You will receive additional credit for this.*