Project 01
Typography / History evaluation

Learning outcomes and objectives
Presentation of research illustrates the ability to Identify, specify, and classify
printing types and fonts of historical and cultural significance.

1   2   3   4   5   6   7   8   9   10

Explained the significance of typographic history, with an emphasis on revealing
the ways in which typography, as a discipline, has been influenced by the eco-
nomic, social and / or political conditions of a place and time.

1   2   3   4   5   6   7   8   9   10

Successfully submitted comprehensive bibliographies and provided necessary image
credits. Annotated bibliography will include at least 5 readings that pertain to the
time period of group presentation.

1   2   3   4   5   6   7   8   9   10

Level of research and accuracy of content
Cited research occurred beyond the facility of the internet. The Internet was used
primarily to locate resources in print format and to obtain a general idea of the
topics to further research.

1   2   3   4   5   6   7   8   9   10

A comprehensive study of the time period assigned was produced. Discussed
architectural styles, significant works of art, social and cultural influences as well
as technological breakthroughs.

1   2   3   4   5   6   7   8   9   10

Presentation included an adequate amount of typographic content. Typographic
elements are highly considered and effective. Considered readability and legibility.
Line spacing, letter spacing and typographic variations are used effectively.

1   2   3   4   5   6   7   8   9   10

Quality of presentation
Presentation was thorough, concise: adequate length A 20-30 minute digital
presentation with visual examples was produced.

1   2   3   4   5   6   7   8   9   10

Successfully designed a presentation that was engaging and interesting to experi-
ence. Quality of voice and projection was considered. The pacing and rhythm of
the visual aids was considered. Presentation included an introduction, middle and
summary or conclusion.

1   2   3   4   5   6   7   8   9   10

Project 01 was approached with a high level of interest and commitment. You
exhibited a positive attitude and made effective use of time. You became familiar
with the history, purpose and intention of typographic form, while developing
group dynamics, leadership skills and effective communications.

1   2   3   4   5   6   7   8   9   10

Craftsmanship
Image resolution of images and illustration is clear and effective. Page layout
is consistent [typography, grid, alignment, hierarchy]. Slides were not overly
crowded and difficult to interpret because of effective use of white space.

1   2   3   4   5   6   7   8   9   10

total   _____ **/ 100 =** _____

100 - 90%   A   89 - 80%   B   79 - 70%   C   69 - 60%   D

My standards and expectations are high. The discipline of design is very rigorous and competitive. This course and its instructor are reflections of
this. With regard to letter grades: The grade of "C" is satisfactory. It is not poor performance. If a student receives this grade they have put forth a
reasonable amount of effort and attained acceptable [average] results.

A "B" grade shows the student has pushed beyond the average; they have understood the needs of the project and addressed them; they have
employed their learning and have crafted successful resolutions to the design problems assigned. Students receiving a "B" have reached a level which
clearly exceeds "competency"

The "A" is reserved for students who have attained excellence. They have, in fact, exceeded the expectations of the project's tasks put before them.
Additionally, interest, enthusiasm, energy, and passion for design and the learning process have been displayed.

Project 01
Typography / History criteria for evaluation

Learning Outcomes
Learning outcomes are highly considered and objectives are met

Level of research
Exhibited a thorough level of research, content is concise and includes
essential topics of the era and assigned time period

Accuracy of Content
Provided adequate visual examples of cultural influences of the era:
Technology, architecture, art, music, fashion, etc.

Quality of Presentation
Thorough, concise, and of adequate length

Engaging and interesting to experience

Timing, pacing and rhythm are considered

Quality of voice and projected image is considered

The presentation included an introduction, middle and conclusion

Craftsmanship / Typography and Page Layout
Typography is highly considered.

Focus of layout is TYPOGRAPHY and not decorative elements:
including line rules, and other decorative elements

Actively pursued many type / layout studies and explorations
before final solution was determined.

A typographic grid is used effectively

Effective use of white space.

Attitude, level of commitment and level of interest

Effective use of time