

Group members

1. _____ Period: _____ Date: _____
2. _____
3. _____

Digital Design Kent's Landscaping Evaluation

Printer Specifications must be complete or your work will not be graded:

1. **All files are to be placed in the dropbox in a clearly identified folder.**

#_group member last names_ kents_landscaping

Check your links – have you included all linked files?

1. font files
2. logo and graphic images .ai and .indd
3. .tiff photo files
4. all 6 word documents

2. **Have you converted your Pantone spot colors to CMYK process colors?**

1. Shift + F6 Windows/output/separations Preview
2. A new panel will open in the VIEW option select: Separations
3. From the fly out menu choose Ink Manager
4. If there are Pantone colors remaining in your file just click the all spots to process box in the lower left corner of the panel.

3. **Have you converted all .jpg photos to CMYK color mode and saved as .tiff files**

You can copy and paste font files from **C: Windows/Fonts/** into your project folder.

Select the font file by pressing **Ctrl + C** (copy)

Then **Ctrl + V** (paste) into your folder

4. **List all fonts used in this flyer**

One to two primary fonts, additional fonts for emphasis.

Graphic elements should be type/converted to outlines

- _____
- _____
- _____
- _____
- _____

Complete the evaluation sheet on the reverse side

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Digital Design Kent's Landscaping Evaluation

Successful	Excellent	Good	Gets the basics	Missing or Incomplete	Problem Areas
Printer specifications fully met					Incomplete printer specifications Project is not yet gradable
Exceptional layout and overall design sophistication					Inconsistent design and layout Not working to a visual theme
Obvious and successful color scheme Colors contrast and show up well together					No identifiable color scheme Does not promote one specific theme Colors lack contrast and blend together
All words spelled correctly					Many misspelled words Incorrect information Grammar and punctuation problems
The flyer promotes Kent's Landscaping					Does not promote Kent's Landscaping Does not work to the target audience
Image quality – all photos are well adjusted (.tiffs converted to CMYK)					Poor image quality Images not converted to CMYK and/or .tiff files
Logo is simple, straightforward and does a good job of promoting the company					Overly ornate This is an image or design, not a logo
Trifold brochure alignment has been used to organize the visual space and enhances the visual unity of the product					Elements are poorly aligned, Random placement of elements appear Do not relate to one another
Layering of imagery utilizes both positive and negative spaces					The piece feels off balance Little relationship between positive and negative spaces and elements

____/60 Points Total