

Name: \_\_\_\_\_ Period: \_\_\_\_\_

**Spot Channel Design Evaluation**

File names: 2\_In\_spot.psd and 2\_In\_spot.gif (for web)

**Pantone Color Harmony Category:** \_\_\_\_\_

This assignment is designed to incorporate multiple images into one perfectly contrasting grayscale image.

<b>Evaluation Criteria</b>	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
<p><b>Contrast</b> –Clear an obvious area of emphasis that attracts the viewer’s attention and draws them into the work – this will probably be the subject of your composition.</p> <p><input type="checkbox"/> Space                      <input type="checkbox"/> Color                      <input type="checkbox"/> Form  <input type="checkbox"/> Line                        <input type="checkbox"/> Value                      <input type="checkbox"/> Texture  <input type="checkbox"/> Shape</p>					
<p><b>Repetition:</b> Elements have been repeated to create visual unity, a strong visual flow and rhythm throughout the work.</p> <p><input type="checkbox"/> Space                      <input type="checkbox"/> Color                      <input type="checkbox"/> Form  <input type="checkbox"/> Line                        <input type="checkbox"/> Value                      <input type="checkbox"/> Texture  <input type="checkbox"/> Shape</p>					
<p><b>Alignment:</b> Implied paths have been established between elements to increase the overall visual flow and rhythm.</p> <p><input type="checkbox"/> Space                      <input type="checkbox"/> Color                      <input type="checkbox"/> Form  <input type="checkbox"/> Line                        <input type="checkbox"/> Value                      <input type="checkbox"/> Texture  <input type="checkbox"/> Shape</p>					
<p><b>Proximity:</b> Elements have been grouped to create visual primary. There are obvious secondary and tertiary groups that lead the viewer throughout the entire composition. What elements have you grouped?</p> <p><input type="checkbox"/> Space                      <input type="checkbox"/> Color                      <input type="checkbox"/> Form  <input type="checkbox"/> Line                        <input type="checkbox"/> Value                      <input type="checkbox"/> Texture  <input type="checkbox"/> Shape</p>					
<p><b>Pantone Color Scheme</b> 3 colors – Dominant, Subordinate, and Accent</p>					
<p><b>Contrast</b> An evenly dramatic contrast throughout the image – there are no flat gray areas – strong illusion of form</p>					
<p><b>Size Requirements</b> 16.5” x 10.5” Resolution: 150-170 dpi Color Mode: CMYK</p>					
<p><b>Project Specs</b></p> <ul style="list-style-type: none"> <li>• Subject</li> <li>• Setting</li> <li>• Supporting imagery</li> <li>• Clear Message</li> </ul>					
<p><b>Artist Identification</b> Name, Photoshop II - LWHS, CTE – Oc. Ed. Credit</p>					
<p><b>Product presentation</b> Printed, mounted, and ready for display</p>					

\_\_\_\_\_ / 100 points possible