

EGRET ADVERTISEMENT EVALUATION

Student: _____ Period: _____ Due Date: _____

2 required files

- #_In_Egret_ad.psd
- File for the web
File/save for web
Medium quality .jpg
Image size: not to exceed 600 pixels high by 800 pixels wide.

Project Specifications	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
This project should focus on shape rather than form: Your work is a combination of well placed shapes and text, there should be 3+ proximal groups, including the focal point.					
3 colors: You have limited your color scheme to 3 contrasting colors					
Depth and spatial relationships: You have used color, shadow, cast shadows, gradients, and other layer effects to create a sense of depth					
Repetition: strong visual unity, through repeated use of the art elements <input type="checkbox"/> Space <input type="checkbox"/> Color <input type="checkbox"/> Line <input type="checkbox"/> Value <input type="checkbox"/> Form <input type="checkbox"/> Shape <input type="checkbox"/> Texture					
Alignment: page borders, image edges, text boxes, and shapes have been oriented or aligned to create visual paths to enhance the overall flow of the work.					
3+ proximal text groups: a primary title and secondary supporting text elements. Text must be easy to read and successfully composed – <u>no spelling errors!</u>					

Extraction or color range selections: extracted element have been skillfully incorporated into your final image					
Successful advertisement communication: you have created an obvious, and significant message The text is readily understood by your target audience					
Identification: <input type="checkbox"/> Your first and last name <input type="checkbox"/> Photoshop I <input type="checkbox"/> LWHS Career and Tech Ed.					

_____/45 Total Points Earned

(5 points each section)