

## Portfolio Rubric: DTP

Intern: \_\_\_\_\_

<b>Item</b>	<b><i>Follows Design Principles</i></b>	<b><i>Contains caption</i></b>	<b><i>Comments</i></b>
Logo	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes  <input type="checkbox"/> No	
Business Card	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes  <input type="checkbox"/> No	

Letterhead	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes  <input type="checkbox"/> No	
Brochure	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes  <input type="checkbox"/> No	
Flyer	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design	<input type="checkbox"/> Yes  <input type="checkbox"/> No	

	<input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...		
Newsletter, minimum 4 pages	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes <input type="checkbox"/> No	.
B/W ad for newspaper	<input type="checkbox"/> Relevance - all elements fit purpose and audience <input type="checkbox"/> Proportion - shows importance <input type="checkbox"/> Direction - Guides the eye <input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space <input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design <input type="checkbox"/> The “total picture” - delivery type evident <input type="checkbox"/> Restraint – little use of gimmickry <input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...	<input type="checkbox"/> Yes <input type="checkbox"/> No	

<p>Color ad for magazine</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Relevance - all elements fit purpose and audience</li> <li><input type="checkbox"/> Proportion - shows importance</li> <li><input type="checkbox"/> Direction - Guides the eye</li> <li><input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space</li> <li><input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design</li> <li><input type="checkbox"/> The “total picture” - delivery type evident</li> <li><input type="checkbox"/> Restraint – little use of gimmickry</li> <li><input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...</li> </ul>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	
<p>Written analysis of at least 3 items from any print medium</p>	<p>Use of design elements clear in analysis</p>		
<p>Completed Ethics unit,</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Relevance - all elements fit purpose and audience</li> <li><input type="checkbox"/> Proportion - shows importance</li> <li><input type="checkbox"/> Direction - Guides the eye</li> <li><input type="checkbox"/> Consistency -graphics, typefaces, paragraphing, white space</li> <li><input type="checkbox"/> Contrast - pleasing use of dark/light elements for impact and design</li> <li><input type="checkbox"/> The “total picture” - delivery type evident</li> <li><input type="checkbox"/> Restraint – little use of gimmickry</li> <li><input type="checkbox"/> Attention to detail – no widows/orphans, no misspellings...</li> </ul>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	

Also complete Tests for AtomicLearning.com A-H	Tests included		
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