Your name:

Quark XPress Assignment Grade Matrix

	Quotation	Business Card	Video Jacket	Brochure/ Resume	Fact Sheet	Space Newsletter	Certificate
A Excellent effort 100 %	Has assembled all parts in a pleasing layout: quote, title (with image or gradient in text), drop shadow, background image, image with runaround, and initial capital.	Business cards correctly sized, professionally designed and positioned with 10 per page. Includes back-ground image, logo, name, title, address, e-mail, phone #, etc.	Uses the principles of effective layout and typography. Choice of fonts, images, colors, and spacing is appropriate to video subject. Correct use of grids to layout panels. Good use of eye flow and negative space. Printed on large paper.	Effective design that focuses on main ideas. Good layout: uses landscape, columns, grid setup, custom bullets or in-line graphics, effective use of images, runaround, and fonts. Information flows in the correct order. Printed correctly.	Used their Illustrator diagram effectively in Quark. Had accurate information that was professionally laid out, with title, contact info, sources, etc. Eye flow and use of negative space appropriately done. No typos or mistakes.	Contains all required images and text in four pages without crowding. Excellent use of text flow, master pages, style sheets, page # boxes, jump lines, pull quotes, captions, colors, fonts, images (clipping and runaround), end graphic.	Excellent use of shapes in a stack with good colors, borders, fonts, and layout. Created medallion and ribbon with good colors. Ghosted image in background. Looks good printed.
B Moderate effort 80%	Has all objects but some details overlooked, such as offset on runaround, ghosting or screening of background image, or poor choice of fonts.	Has all parts and they are correctly positioned but the design lacks "impact" and needs additional work, or the font/colors are difficult to read or inappropriate.	All components there and message is fairly clear but the design lacks professionalism. Choice of fonts or colors or spacing isn't effective. Panels laid out correctly with small flaws only.	Missing one component, such as master pages or grid system. Message fairly clear but not easily accessible. Page too cluttered or uses too many fonts or colors. Lacks focus. Uses uninteresting fonts or low-resolution images.	Had some typos or contains inaccurate or incomplete or out-of-date information. Layout is unprofessional or inappropriate for the subject. Image placement or cropping could be more effective.	Able to fit all required images and text in but is crowded or badly flowed from page to page. Didn't use style sheets or master pages, or didn't clean up text box formats. Images inappropriate or missing captions.	All required pieces there but not as aesthetically pleasing - not balanced, or borders too thick or thin, or inappropriate colors or fonts for the subject. Medallion done but not symmetrical.
C Minimal effort 70%	Some objects not done, such as intial cap or drop shadow. Poor placement of images or choice of fonts. Uninteresting layout design.	Missing some parts, such as the phone number, or have poor layout/design. Fonts are hard to read, or poor choice of colors. Message is difficult to see.	Missing critical information such as VHS logo, bar code, rating symbol. Message is unclear. Choice of images or fonts doesn't match the message or are hard to read. Layout is static or amateurish. Poor measurements.	Several major components missing or poorly executed, such as contact information. Incorrect flow of text. Didn't print correcly. Bad choice of colors or fonts. Message unclear or difficult to find. Layout is static and uninteresting.	Lacking some information, such as bibliography or captions or headings. Research incomplete - surface details only without description of mission or purpose. Text or colors inappropriate for subject. Bad layout design. Message unclear.	Missing some of the required content, such as table of contents, jump lines, master pages, headlines, captions, pull quotes, or masthead. Wasn't able to get all articles or images into article, or poorly designed.	Missing some pieces such as the medallion or signature fields or competencies. Borders are basic. Inappropriate colors or fonts, or poor layout. Lack of focus or inattention to details.
D Incomplete or poor effort 60%	Missing several or most of required objects. Choice of quotation is inappropriate or layout shows lack of effort or concern for details.	Missing some essential parts, such as a background image, or message is completely lost due to poor colors or fonts or bad layout design.	Overall effort is sloppy and ineffective. Message is lost: page too busy or missing essential information. Lack of focus or flow draws the eyes away from the message. Unprofessional appearance. Poor use of fonts and colors.	Missing several critical components. Message is lost. Layout or choice of colors, images, or fonts is inappropriate for the message (such as informal fonts, unrelated photos, etc.). Didn't use master pages or grid lines.	Poor or very inaccurate facts show lack of effort in researching topic. Unable to use Illustrator diagram or fails to use images or captions in article. Poorly printed: bad fonts (too thin, too much reversing, low contrast colors, etc.). Message is lost.	Missing major parts or entire articles. Wasn't able to get all text in or cleaned up. Poor font choice or size, frag-mented text flow. Minimal effort used for design, layout, images, etc. No distinction between articles.	Missing components or project incomplete. Minimal effort or thrown together at the last minute. Lack of concern for quality.

Your score:

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/10	/10	/20	/30	/20	/40	/10

Possible Score:

Total: /140 **Percent:** **Quark XPress Grade:**