Student Name   Date

Graphic Communications:
Design & Illustration: Putting it all together
(ACCT-GPD-4 , ACCT-GPD-5 , ACCT-GPD-6 , ACCT-GPD-7, ACCT-GPD-8)

Objective: Given a computer loaded with a design program and a grading rubric, design a poster. Student must complete the project with an 70% or higher proficiency rate.

Project Brief: You've been asked to design a poster for Graphic Arts. The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17).
The theme could encompass anything that symbolizes the power and importance of printed communications.
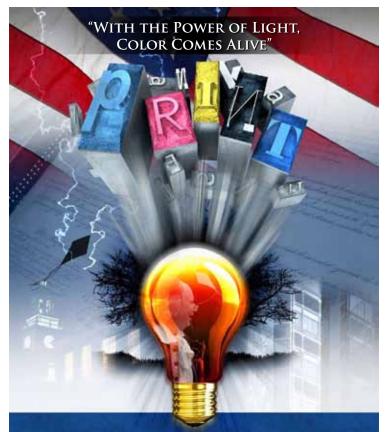
Project Specs:
>   See the sample attached for ideas
>   Program to use: Illustration or Page Layout program
>   Verbage: See attached samples
>   Colors: 4 color process
>   Size: 11 x17

Project Grading Rubric

	WORTH	YOUR SCORE	FINAL SCORE

• **Followed Directions?**
 • Booted the computer and logged in — 5 points
 • Selected the appropriate layout software — 5 points
 • Design Illustrates the story — 60 points
 • Designed & produced a document using desired fonts, formatting, Illustration and proper leading — 10 points
 • Met the dealine — 5 points
 • Thoroughly competed the self-critique — 5 points

• **Bonus?** — 20 points
   Creative use of layout, research, hand drew the art, etc. (given at the teacher's discretion)

TOTAL POINTS — 100 points

I was/wasn't pleased with my results because

Is the design good? Why/why not?

This assignment helped me to understand

COMMENTS (for instructor use only):

"With the Power of Light, Color Comes Alive"

Graphic Communications Week