

Design Fundamentals: 2-Sided Flyer—(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.

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Overview: A good 2-sided flyer utilizes an even combination of text, photos, and art to convey its message to its audience. For this project, you'll design one 2-sided flyer for a client or subject of your choice. Size: at least 4" x 7", 2-sided, CMYK, 300 ppi. Software: Adobe Illustrator. (5-Week Project)

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project:

Message (3-5 words):

Where and how will it be used?

Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/		Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. 10 Thumbnails / Sketches					
Get sketching! Create ideas for your infographic. Attach a copy. Hand-drawn or digital.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Presentations & Critiques —Professionally and influentially present your work					
• Present your completed infographic to class for critique and feedback		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production quality —is accurate, neat, clean, organized, and professional		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content —You included enough design elements to deliver your message		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Design elements effectively deliver your message to the audience?					
Each element listed below should harmonize with the others		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand assets		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ethics & Copyright					
You used copyright-free layouts, designs, fonts, photos, art, videos, and sound		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Final Project Presentation —Professionally and influentially present your work		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

- 1.
- 2.
- 3.

What three areas still need improvement?

- 1.
- 2.
- 3.

What three aspects of this project are you most proud of?

- 1.
- 2.
- 3.