Grading Criteria

1. Overall impression of layout is interesting and imaginative
2. Composition is organized and contains all necessary elements.
3. A six-color palette was created and CMG were deleted.
4. Obvious consideration was given to appearance of elements -- size, shape, color, line and texture.
5. **Design principles were properly applied -- balance, direction, emphasis, unity and proportion.**
6. Text is readable, is not obscured by visuals, and does not cross margin lines or crowd borders or element edges.
7. Elements other than type are not arbitrarily chopped off at margins.
8. Consideration was given to positioning, cropping, and layering.
9. Product and logo are easily noticed.

**Instructions:**

For this assignment you are to create a layout using some elements I have supplied and some graphic elements you will create using the drawing tools. Here are the rules:

You **MUST:**

- a. Create a border using 3 or more strokes
- b. Use a color block to unify at least 2 elements
- c. Create a logo
- d. Apply design principles
- e. TRASH all the default colors on the color palette.
- f. Create at least 6 colors for your color palette, but you need not use them all in your composition.
- g. Delete any unused elements.

You **MUST NOT:**

- a. Mess with the appearance of the type in any way.
- b. Make any copy block wider than 5 inches.

You **MAY:**

- a. Use a colored/tinted background
- b. Put images inside shapes
- c. Use any number of images you choose as long as there is at least one.