

INTRO TO DIGITAL MEDIA

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Typography Research Rubric Learning Targets:

Respond and Connect to the history of typography while developing an understanding of its role in graphic design. *Present and Communicate* a message through the shape & mood of a font/typeface chosen and the design of the space you develop.

GRADING SCALE: Point Value

- + Plus indicates you did this well and counts for 3 points
- ✓ Check indicates that you did this, but were missing something and counts for 2 points
- Minus indicates that you did not do this to the level required and counts for 1 point
- 0 Zero indicates that the required element is missing and counts for 0 points

Specifics:

_____ Researched the history of Typography in CH 3 of iBook watching all videos and clicking all links.

_____ Named your doc as directed: *your name-type research*.

_____ Cited your sources by including hyperlinks of sites used for research.

_____ Embedded 3 images in doc that show the fonts that you liked being used in an interesting design

_____ Explained what you like about the the font and why.

_____ Explained what the font reminds you of or makes you think of.

_____ Explained how you would use the font if you were designing with it.

_____ Explained the mood or feeling that the font gives you.

_____ Explained what product or service you think the font might be used to sell.

_____ Used proper grammar, spelling and complete sentences.

_____ Developed a complex plan and concept that responded and connected to the research.

_____ Developed 6-8 thumbnails that illustrate complex compositions and unique ideas for project.

_____ Used Adobe Photoshop Touch to create thumbnails and named them *yourname-typerthumbs.jpg*

_____ Thumbnails illustrate 6-8 unique ideas that show color, shape and text as design elements.

_____ Posted research and thumbnails in the Shared Google Folder for your class_

_____ Total Points out of 45 points _____ letter grade.