

Project 1: Poster

Final Grade: _____

Name: _____

What elements from the International Typographic Style influenced your work?

Is the hierarchy of information clear? *(Is the information grouped logically and is easy to follow?)*

What is the hierarchy?

Does anything compete with the hierarchy? *(Does anything compete with the telling of the story?)*

Could improvements be made with alignments? *(Look to the negative space to help answer this)*

Could improvements be made with emphasis *(bold & italic)*, and/or scale, and/or color?

Are the visuals & tone appropriate for the subject matter? Is there anything that can be pushed farther?

Look at the microtypography & typographic sins? Any suggestions?

Look at the letter spacing, word spacing, and leading? Any suggestions for spacing?
