

## Typeface Poster

Your Poster *must* be 11x17 vertical and include:

- The name of your typeface (Univers, Garamont, Helvetica, etc)
- The year it was designed
- The name of the person who designed it.
- The reason it was designed.
- The full alphabet in one font of your typeface.
- Highlight characters that show off the features of the typeface.
- A brief paragraph describing the typeface, special characters or features of the typeface, or any additional interesting information about the typeface.
- Your poster must use a grid at either 90°, 30°, 45°, or 60° and everything should align parallel and perpendicular to one another.
- You may use up to 4 colors (black, white, and 2 of your choice). Colors need to be appropriate for the era that your typeface was designed or how it is typically used.

CATEGORY	4 15pts	3 12pts	2 9pts	1 6pts
<b>Required Elements</b>	The poster includes all required elements as well as additional information.	All required elements are included on the poster.	All but 1 of the required elements are included on the poster.	Several required elements were missing.
<b>Use of Class Time</b>	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.
<b>Attractiveness and Grid</b>	The poster is exceptionally attractive in terms of design and layout. The poster uses a grid and everything is aligned perpendicular or parallel.	The poster is attractive in terms of design and layout. The poster uses a grid and most everything is aligned perpendicular or parallel.	The poster is acceptably attractive though it may be a little off. The poster uses a grid and but some things are misaligned.	The poster is distracting and not well designed. It is not clear if that the poster uses a grid.
<b>Graphic Elements &amp; Color</b>	Several of the elements used on the poster reflect an exceptional degree of student creativity. Color makes sense and adds to the overall look.	One or two of the elements used on the poster reflect student creativity. Color mostly makes sense and adds to the overall look.	The elements used on the poster reflect little student creativity. Color does not makes sense or add to the overall look.	No elements used on the poster reflect student creativity. Color is inappropriate and distracting.