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A5
GRADES

51261B • Fall 2014 • CFA 318 • Tu Th 8:00 pm - 9:20 pm

Name: Felicia Wang

Comments: A+

Each spread of your book reflects the love and care that you put into crafting it. You had some awesome images and the way you laid out the book gave them full justice. You've made constant iterations and continued to work on the particularly harder pages. The end product is definitely one that you should be proud of. For further improvement we would recommend working on the cover a bit more so it matches the inside, stylistically.

inadequate — needs improvement — meets expectations

Participation and Attitude

was timely in submissions and participated in classroom discussions and crit

Design Process

documented on portfolio extensively

Breadth and Depth of Ideas

a range of possible solutions has been explored and experimented with

Book Components: Effective Typography and Visual Hierarchy

attention to detail in typesetting / color and images enhance readability, visual interest

Book Components: Appropriate Grid and Layout

systemic approach to content and structure is apparent

Book Components: Appropriate Visual Style and Use of Image

appropriate typeface selection, graphic elements, images and stylization support, intention for design