

DUAA

Name: _____ # _____

item	Ready to print	Needs work	Needs a lot of work	Not present
Detail	All elements have been looked at closely. Placement of all elements are correctly aligned. Viewed at 600%.	Changes need on 1.	Changes needed on many.	Does not meet standards
Images	High quality. Great exposures. Great composition. Supports the page ideas.	Changes need on 1.	Changes needed on many.	Does not meet standards
Graphics	Add to the design. Enhances the quality of the design. All elements are placed and proofed at 400% or larger.	Changes need on 1.	Changes needed on many.	Does not meet standards
Caption Copy	All images are captioned and include the images focal point person/s names. The copy expands the readers understanding of the photograph. It tells more than what is happening in the image.	Changes need on 1.	Changes needed on many.	Does not meet standards
Feature copy	Feature copy is telling the feature story. Has had multiple rough drafts. Has been through the proofing process. Is credited and is approved.	Changes need on 1.	Changes needed on many.	Does not meet standards
Module copy	Enhances the readers understanding of the module idea. Expands beyond the feature copy. Has gone through the proofing process and is approved.	Changes need on 1.	Changes needed on many.	Does not meet standards
Boarders and lines	All are well placed and ready to publish. All have been proofed at 400% or larger.	Changes need on 1.	Changes needed on many.	Does not meet standards
Folio and pg. #'s	Folio has been placed and is appropriate for the section and adjacent pages. Page numbers are in place or eliminated as directed by Art Direction and Leadership team.	Changes need on 1.	Changes needed on many.	Does not meet standards
Coverage Report and image change	There are no images that are pending change. All images work for the page. The coverage report has been checked and the images do not appear on any other page.	Changes need on 1.	Changes needed on many.	Does not meet standards
Fonts	Fonts are approved and work well for the page. No more than 3 fonts are used.	Changes need on 1.	Changes needed on many.	Does not meet standards
By Lines	Properly placed. Correct credit. Approved.	Changes need on 1.	Changes needed on many.	Does not meet standards
Color	Color and opacity is approved. 60, 30, 10 rule has been applied.	Changes need on 1.	Changes needed on many.	Does not meet standards
Changes made by advisor	Any changes that must be made by the advisor or chief of staff after the page is submitted for deadline will result in a grade no higher than a C.			
Total 65	5	4	3	2-0
Score				