

	30 YES	24 SOMEWHAT	18 NOT REALLY
Clarity <i>the brand is well articulated and easy to understand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout <i>appropriate page size, margins, and use of grid</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design <i>folios, table of contents, graphic elements</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography <i>student achieved typographic texture and hierarchy in the layout of the pages</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imagery <i>effective use of imagery to showcase brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing <i>professional with no typographic or grammatical errors</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finishing <i>student bound the final style guide in a suitable and professional manner; or the style guide was presented in a digital format</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craftsmanship <i>final book is expertly printed, trimmed, and bound, free of any smudges or imperfections; or the digital presentation is functional—free of any bugs or dead links</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>