

Creating a Letterhead Using Microsoft Word

Evaluation and Analysis

	Points	Awarded	Mechanics Check List (30 points)	
			Present	Missing
Logo	6			
Graphic Accents	3			
Company or Organization Name	3			
Mailing Address	3			
City, State, Zip Code	3			
Phone - Fax Number(s)	3			
Correct Spelling	3			
Variety in Type Face/Style/Size/Spacing	3			
Printed Copy of Letterhead Submitted	3			

	Points	Awarded	Aesthetics Check List (45 points)		
			Needs Improvement	Acceptable	Exceptional
Logo	0 - 9				
Graphic Accents	0 - 4				
Contrast	0 - 4				
Repetition	0 - 4				
Alignment	0 - 4				
Proximity	0 - 4				
Effective Use of White Space	0 - 4				
Compatible Font Choices	0 - 4				
Effective Choice of Color - Tones	0 - 4				
Overall Appearance	0 - 4				

Discuss how you effectively used each of these elements of design in your letterhead. (25 points)

Contrast:

Repetition:

Alignment:

Proximity:

White Space: