

TGG - Tim Horton's Timbits Package Design

Package Design	Level One	Level Two	Level Three	Level Four
Thinking	10 11	12 13	14 15	16 18 20
Each panel of the box is sized appropriately; All panels are accounted for; All graphics work done in PhotoShop is properly brought over to Illustrator; Appropriate content for each panel including an equal weighting of copy (text) in French and English				
Communication	10 11	12 13	14 15	16 18 20
Strong connection between words and images to the semester's chosen theme in the design; Content clearly serves the purpose of the Timbit package design				
Application	10 11	12 13	14 15	16 18 20
Proper and appropriate use and application of custom made vector images in Illustrator; Proper and appropriate use and application of PhotoShop, including but not limited to isolated layers, filters, adjustment layers; All graphics layed out in Illustrator or InDesign; All typography done in Illustrator or InDesign				
Knowledge	10 11	12 13	14 15	16 18 20
Effective and appropriate use of typography, including but not limited to font choice, font size, font colour, kerning and leading				