

Questions For Magazine Thumbnail Exercise:

You will need your pica ruler to help fill out this questionnaire.

Body Text:

- _____ What is the point size of your body text?
Measure from the top of the ascender to the bottom of a descender.
- _____ Does the body text size fall between 8–12 points?
- _____ What is the body text leading?
- _____ Does the leading fall +2/+3/+4 over the point size?
- _____ Pick a feature article. How many columns does the body text use in the grid?
- _____ Does the opening spread have the same number of columns as the rest of the article?
- _____ Is the body text serif or sans serif?
- _____ Paragraph alignments: Is the body text left aligned/right ragged or is it justified?
- _____ Does all the body text fit into the live area or does body text bleed into the margins?

Headline:

- _____ Was there a marked contrast between the headline and body text (size difference, weight difference, color difference, tone difference)?
- _____ What techniques did the designer use to make the headline stand out?

- _____ Were the headlines from all of the articles in a similar location and/or done in a similar visual style (if yes, did the repetition support the tone of the magazine)?
- _____ Was there a visual pattern in regards to your headlines?

