

Magazine Opening Spread Peer-to-Peer Feedback:

Photograph(s):

- Is the photo engaging/strong enough to be the opening image to an article?
- Does it intrigue you enough to want to read the rest of the article?
- Is the resolution of the image high enough to make the image work at the current size?
(the image shouldn't be fuzzy or pixelated)

Headline:

- Is there a visually expressive headline?
- Does its visual voice work with the tone of the opening spread image and the content of the article?
- Is there a call and response between the text and image in terms of horizontal/vertical alignments, a good scale relationship between the text and the image, and/or potential color inspirations?

By line/Captions:

- Is there a call and response between the text and image in terms of horizontal/vertical alignments, a good scale relationship between the text and the image, and/or potential color inspirations?

Body Text:

- Is the body text between 8–12 points? Does it look too big/small to comfortably read?
- Does the typeface chosen have a quiet tone:
 - the individual characters should not have unique/decorative strokes that slow down the eye / call attention to themselves
 - the typeface should not be high contrast (big difference between the thick and thin strokes)
 - the typeface characters should have a relatively even set width
- Does the body text have an even texture? (gloppy dark areas or areas that accordion)
- Does the body text have good grey tone (not too dark or too light)
- Does the line measure (line length) and the leading make the text comfortable to read?

Navigational Footer:

- Is there a footer?
- Does it have a folio (page number) and the name of the (fictitious) magazine?
- Does the scale/weight/typeface chosen distract the eye from the body text?
(in most cases, it shouldn't)
- Is it located in a position that does not distract from the body text/reading of the article?