

Project 2: Magazine Spread

Final Grade: _____

Name: _____

Who is your audience? What is the tone you are trying to capture?

Are the images for the article & headline treatment appropriate for the subject matter? Is the tone consistent through out the article? Is there anything that can be pushed farther?

Is the hierarchy of information clear? (*Is the information grouped logically and is easy to follow?*)
Does anything compete with the hierarchy? (*Does anything compete with the telling of the story?*)

Could improvements be made with alignments? Could improvements be made with negative space?
Are the margins for the layout comfortable?

Could improvements be made with emphasis (*bold & italic*), and/or scale, and/or color and/or texture?

Look at the body text. Is the typeface choice quiet in tone, easy to read?
Are the line lengths comfortable to read? Are the gutters between columns a good size?

Look at the letter spacing, word spacing, and leading? Any suggestions for spacing?

Look at the microtypography & typographic sins? Any suggestions?
