

## Micro Typography:

Please mark up all problem areas in the magazine you are reviewing

0       2       All widows, orphans, and runts (single lines, short lines) have been taken care of

0       2       In the body text for every article, the first line should always align left

→ align **H**ota voluptatae cuptis doluptus eris torquam alia voluptation  
sequo dolor simus aliatem ratint pos incto volumquias dolupta  
tiuntin ctiuntionsed et, commost. Obitate debis ipisita sint experem  
facestis dolupictur as quasseque quodis exces doluptur sam.  
Officat emperissum et omnis repudi consequere seria solenim olup  
tamet raereperia porepel maxim aut in net es reperrovitas sundisc  
iendant am faccum aut ent. Obitate debis ipisita sint expem facestis  
dolupictur as quasseque quodis exces doluptur sam, tes esed lantint  
latecab oreicabo. Nequam que es es atemquae

0       2       In the body text: every paragraph after the first paragraph has an *em indent*  
**OR** uses a small *space after* to add space between paragraphs (*an Em indent*  
*is the same point size as the size of the typeface, e.g. 10pt typeface will have a*  
*10 pt em indent*)

0       2       Use typographer's quotes “ ” ’ (do not use feet ‘ inches ’ ’ ’ )

0       2       There are NO hyphenations for proper names

0       2       There are NO hyphenations in the headlines, pull quotes, captions, kickers

0       2       Use oldstyle numerals within your body text, lining numerals for tabulated  
data or when used in all caps text:

Oldstyle numerals: **1234567890**

Lining numerals: **1234567890**

0       2       Hang punctuation on your pull quotes (use *Command + \* key)

→ align “Hello, my friend. Would you like to go  
for a hike tomorrow?”

0       2       Proper em dashes, en dashes and hyphens are used  
(*em dashes for hesitation in speech: em dashes can replace parenthesis, commas,*  
*or pauses in speech — {shift key + option key + hyphen key}, en dash to replace*  
*the word “to”, like 9 am – 1 pm {option key + hyphen key}*)

0=Isn't done

2=Is done or 2=Not applicable

0

2

Justified text: All inconsistent *word* spacing has been fixed: rivers, gaps

Hota voluptatae cupctis doluptus  
Heris torquam alia voluptation  
sequo dolor simus aliatem ratint pos  
incto volumquias dolupta tiuntin  
ctiuntionsed et commost. Obitate debis  
ipisita sint experem facestis dolupictur  
as quasseque quodis exces doluptur  
sam.

Officat emperissum et omnis repudi  
consequa seria solenim olup tamet  
raereperia porepel maxim aut in net es  
reperrovitas sundisc iendant am faccum  
aut ent. Obitate debis ipisita sint expem  
facestis dolupictur as quasseque quodis  
exces doluptur sam, tes esed lantint  
latecab oreicabo. Nequam que es es  
atemquae

0

2

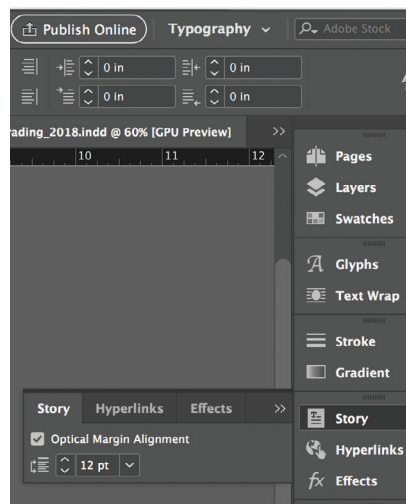
Justified text: All inconsistent *letter & word* spacing has been fixed: No lines of body text look too tight (letters or words are too close together) or too loose (too much space between letters or between words)

→ loose Hota voluptatae cupctis doluptus eris torquam alia voluptation  
→ tight sequo dolor simus aliatem ratint pos incto volumquias dolupta tiuntin ctiuntionsed et, ← tight  
→ tight commost. Obitate debis ipisita sint experem facestis dolupictur as quasseque quodis exces  
↓ good  
↓ good Officat emperissum et omnis repudi consequa seria solenim olup tamet raereperia  
porepel maxim aut in net es reperrovitas sundisc iendant am faccum aut ent. Obitate  
debis ipisita sint expem facestis dolupictur as quasseque quodis exces doluptur sam,  
tes esed lantint latecab oreicabo. Nequam que es es atemquae

0

2

"Story" was used to push punctuation to the outside of a justified paragraph



Hota voluptatae cupctis doluptus eris torquam alia voluptation  
sequo dolor simus aliatem ratint pos incto volumquias dolup ta tiuntin ctiuntionsed  
et, commost, officat eperissum et omnis repudi  
consequa seria." solenim oluptamet raereperia  
porepel ma xim aut in net es reperrovitas sundisc  
iendant am faccum aut ent.  
Obitate debis ipisita sint experem facestis dolupic  
tur as quasseque quodis exces doluptur sam, tes  
esed ut lantiant latecab ore icabo. Nequam que es  
es atemquae

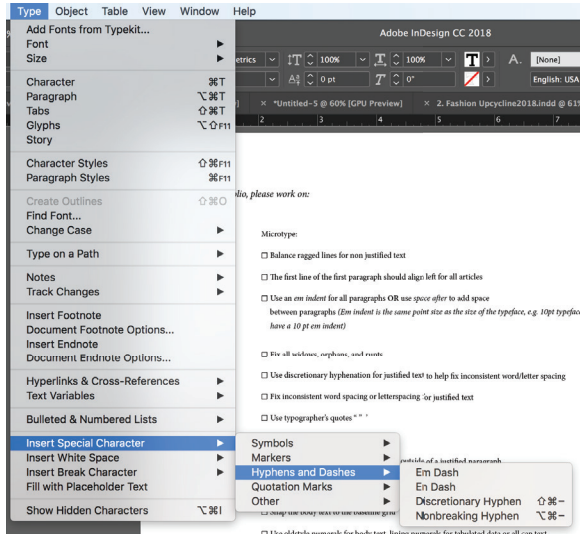
0=Isn't done

2=Is done or 2=Not applicable

0

2

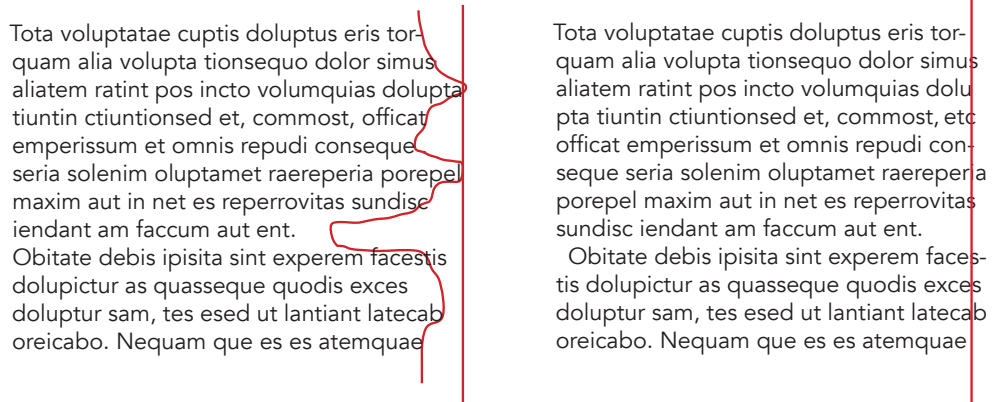
Justified text: Discretionary hyphenation was used for justified text to help fix inconsistent word/letter spacing



0

2

Left aligned/Right ragged text: Balance ragged lines for non justified text



0

2

Is the body text snapped to baseline grid

0

2

Display type (type that is 14 point or larger). Look at the spaces between letters (especially between any letters that have inclined/angled strokes). Are the letter spaces even?

### Imagery:

0

2

All images are not blurry/pixelated/or too muddy/dark (ideally around 300dpi)

0

2

Each image adds something new to the story (it should be engaging and shouldn't seem to unnecessarily repeat the same content. e.g. picture of a person smiling, another picture of the same person smiling, and yet another picture of that same person...all looking the same way or doing the same action within the shot)

0=Isn't done

2=Is done or 2=Not applicable

## Macro Typography & Misc:

- |                            |                            |   |
|----------------------------|----------------------------|---|
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | No important parts of the text/images that cross over spine get lost in the inner margin  |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Can you place your thumb comfortably in the margin spaces?  |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Is the footer/navigation distracting you from the rest of the layout?   |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Did they create a comfortable line length and comfortable leading?  |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Do they have a working magazine title, tagline, & synopsis?   |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Does their mood board have: body text and headline samples, color palette, layout inspirations, image/graphic inspirations?   |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Does the magazine have the following? A minimum of 48 pages. A masthead page. A cover which has information on the spine (e.g. on the spine there should be the magazine title, the date/issue number, and perhaps the tagline.), a Table of Contents page, and a footer with page numbers. |

0=Isn't done

2=Is done or 2=Not applicable

---

**Total Points Received / 50 Possible points**

---

**Magazine Designer**

---

**Magazine Title**