Grids/Macrotypography:

0 ☐　　2 ☐　　Strengthen hanglines and flowlines across the spreads to create better visual alignments

0 ☐　　2 ☐　　Simplify complicated negative space to strengthen grouping/hierarchy

0 ☐　　2 ☐　　Adjust negative space:
Margins are too small/large
Gutter between columns are too large/small,
Spine gutter is too small
Space after paragraphs is too big
Em indents are too big

0 ☐　　2 ☐　　The number of columns fit well with the reading of the content

Cover/Spine/Toc:

0 ☐　　2 ☐　　Add missing elements to cover: barcode, price, date/issue, coverline(s)

0 ☐　　2 ☐　　Strengthen on cover: hierarchy/groupings, kerning/letterspacing

0 ☐　　2 ☐　　Add missing elements to spine: title, date, issue

0 ☐　　2 ☐　　Use elements from the front cover and carry it over to the spine to create more visual interest on the spine (try to create visual information zones)

0 ☐　　2 ☐　　Add missing elements to ToC: The word "Contents" (or indication that it's the ToC), page numbers, article titles, clear contrast between sections and features

0 ☐　　2 ☐　　Strengthen on ToC: Simplify complicated negative space to strengthen grouping/hierarchy

0 ☐　　2 ☐　　Strengthen on ToC: Strengthen hanglines and flowlines across the page/spread

Microtypography:

0 ☐　　2 ☐　　Properly track, kern, letter space, word space all headlines, subheads, drop caps

0 ☐　　2 ☐　　The body text a comfortable size

0 ☐　　2 ☐　　The body text is quiet in tone for reading, has and even set width, and texture

0 ☐　　2 ☐　　The leading works with the body text size (too tight, too loose)

0 ☐　　2 ☐　　The leading works with the headline size (too tight, too loose)

0=Isn't done

2=Is done or 2=Not applicable

0 ☐ **2** ☐ The line length is working to help the eye track the text from line to line

0 ☐ **2** ☐ Justified text: All inconsistent word spacing has been fixed: rivers, gaps

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)

0 ☐ **2** ☐ Left aligned/Right ragged text: Balance ragged lines for non justified text

0 ☐ **2** ☐ Review em, en dashes and fix mistakes
(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})

Brand:

0 ☐ **4** ☐ Does the magazine have a cohesive vision/brand tone?

0 ☐ **4** ☐ The following needs brand tone work:
Typeface choice for headlines
Typeface choice for body text
Creating visually expressive headlines
Stronger / more engaging imagery
Work more with color
Explore visual graphic elements, illustrations, patterns
Negative space: Adding more/reducing some

0=Isn't done

2=Is done or 2=Not applicable

_____ **Total Points Received / 50 Possible points**

_____ **Magazine Designer**

_____ **Magazine Title**