

Project 3: Things to check:

General:

- Is the visual tone for the content right?:
 - Do all of the images express a similar tone appropriate to the content?
 - Do the headlines, subheads, captions visually express the tone enough?
 - Does the color palette, textures, support the tone?

- Did the designer establish a hierarchy: 1, 2, 3?
- Did it look like they created and used grids?
- Are there good flow lines and modular units?
- Does your eyes stop on any of the pages?
 - Does the stopping help or hinder the flow of the spreads?
- Could there be better alignments?
- Could the negative space be simplified?
- Are any “wildcard” elements used strategically?
 - (like the the dot from the Elam exercises)*

All Body Text:

- Is the body typeface chosen comfortable/appropriate to read?
- Does the leading help or hinder your eyes as you track the words from line to line?
- Did they create a comfortable line length and comfortable leading
 - (line length is at least 2x the point size. e.g. 10 point typeface for body text, the line length should be ~ 20p)
- Is the first line of the first paragraph aligned left?
- Did they use an Em indent for all paragraphs after the first paragraph, outdents
 - OR use space after to add space between paragraphs?
- Did they use em, en dashes correctly?(em dashes for hesitation in speech, en dash to replace the word “to”, like 9 am – 1pm)
- Did they use oldstyle numerals for body text, lining numerals for tabulated data or all cap text?
- Did they balance ragged lines for non justified text?
- Did they fix or adjust hyphenation if needed?
- Did they fix or adjust typographer’s quotes, fractions, superscripts if needed?
- Did they hang punctuation where needed?
- Did they use proper small caps, fractions, ligatures?
- Did they fix widows & orphans & runts?

Justified Body Text — do all the above and then:

- Did they use “Story” to push punctuation to the outside of a justified paragraph?
- Did they use Paragraph Composer and Single-Line Composer
(to help with letter/word spacing, rivers, widows, orphans)?
- Did they fix or adjust hyphenation if needed?
- Is the word or letterspacing inconsistent for justified text?
- Did they fix widows & orphans & runts?

Headlines, Subheads, Drop Caps, Short passages of text AND imagery:

- Did they properly track, kern, letter space, word space all headlines, subheads, drop caps?
- Is the imagery appropriate and memorable for all of the articles’ contents?
- Did they fix widows & orphans & runts?

Do you have any other suggestions or feedback?