

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 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?