Things to potentially look at while reviewing/ giving feedback to student work:

<< Do they have a working magazine title, tagline, & synopsis? *Suggestions?*

<< Reader personas: Is it clear how the magazine would fit into the reader personas' lifestyles? *Suggestions?*

<< Does their mood board have: body text and headline samples, color palette, layout inspirations, image/graphic inspirations? *Suggestions?*

<< Does their mood board have a cohesive vision? Should edits be made? *Suggestions?*

<< Does the brand tone from the mood board(s) permeate all of the magazine's layout pages? If not, which spreads don't fit the mood board's brand tone?

What might they do to those layout spreads to align the tone to the magazine's brand?

<< Is the imagery appropriate and memorable for all of the articles' contents?

Mark the images with an X that could be swapped out for a stronger image. Suggestions?

<< When appropriate, is the headlines visually expressive enough?

Mark the headlines with an X that could be made visually more expressive. Suggestions?

<< Do your eyes stop on any of the pages? Does the stopping help or hinder the flow of the spreads?

Mark the spread(s) with an O that has an awkward visual flow.

<< Could there be better visual alignments? (across the page or spread and/or vertically) Better grouping? Stronger hierarchy?

<< Do the number of columns fit well with the reading of the content?

<< Are the gutters between the text columns too big or too small?

<< Is the footer/navigation distracting you from the rest of the layout?

<< 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?

<< Does the first line of the first paragraph align left for all articles? Did they use an em indent for all paragraphs, outdents OR use space after to add space between paragraphs? *(Are the spaces too big/too small?)*

<< When the magazine is bound would any important text/image get lost in that inside gutter?

Do you have any other suggestions or feedback?