

## Things to check for all articles:

### General:

- Does the tone of the article fit within the moodboard style/brand concept
- Is the imagery appropriate, memorable for the article contents, & high resolution
- Does each spread feel like a cohesive whole as your eye moves from the left page to the right page?
- Did the designer establish a clear hierarchy: 1, 2, 3?
- Do your eyes stop anywhere on the pages? Does the stopping help or hinder the flow of the spreads?
- Is there a clear use of grids or could there be better alignments
- Do the number of columns fit well with reading this content
- Can you place your thumb comfortably in the margin spaces
- Are the gutters between columns too big or too small
- Is the footer/navigation distracting you from the text

### All Body Text:

- First line of the first paragraph aligned left
- Use an Em indent for your paragraphs, outdents OR use space after to add space between paragraphs
- Use oldstyle numerals for body text, lining numerals for tabulated data or all cap text
- 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*)
- Balance ragged lines for non justified text
- Fix widows & orphans
- Fix or adjust hyphenation if needed for justified text
- Fix or adjust typographer's quotes, fractions, superscripts if needed
- Hang punctuation where needed (*use "story" or the command + \ key*)
- Use em, en dashes correctly  
(*em dashes for hesitation in speech, en dash to replace the word "to", like 9 am – 1pm*)
- Use proper small caps, fractions, ligatures which are part of your typeface family

### Justified Body Text — do all the above and then:

- Use "Story" to push punctuation to the outside of a justified paragraph
- Fix letter/word spacing, rivers, widows, orphans
- Fix or adjust hyphenation if needed in justified text

### Headlines, Subheads, Drop Caps, Short passages of text:

- Track, Kern, letter space, word space all headlines, subheads, drop caps