

Opening Spreads — Things to check:

General:

- Is the visual tone for the content appropriate?
- 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?
- Can you place your thumb comfortably in the margin spaces?
- Did it look like they created and used grids?
- Could there be better alignments?
- Is there a footer? Is the footer distracting to the content of the article or is it appropriate for easy navigation?

All Body Text:

- Is the body typeface chosen accessible/comfortable/appropriate to read?
- Do the number of columns fit well with the reading of the content?
- Are the gutters between the columns too big or too small?
- Did they create comfortable line lengths? Is it easy to track/read from line to line?
- Is the line length at least 2x the point size. *e.g. for 10 point typeface for body text, the line length should be ~ 20p*
- Does the leading help or hinder your eyes as you track the words from line to line?

- 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?

Headlines & imagery:

- Is the imagery appropriate and memorable for *the lead image* of the article?
- Is the imagery high enough resolution (*not blurry or pixelated or dark/muddy*)?
- Does the headline respond to the imagery in terms of scale, position, and/or color (*e.g. use a hierarchical grid*)?
- Are the headlines visually expressive enough? (*If the headline was simply typed out and left in the default stage, it is probably not visually expressive enough*)

Do you have any other suggestions or feedback?