

# Micro Typography:

Please mark up all problem areas in the magazine you are reviewing

0  1  2  All widows, orphans, and runts (single lines, short lines) have been taken care of

0  1  2  In the body text for every article, the first line should always align left

0  1  2  → align **H**ota voluptatae cuptis doluptus eris torquam alia voluptation  
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0  1  2  In the body text: every paragraph after the first paragraph has an *em indent*  
**OR** uses a small *space after* to add space between paragraphs (*an Em indent*  
*is the same point size as the size of the typeface, e.g. 10pt typeface will have a*  
*10 pt em indent*)

0  1  2  Use typographer's quotes “ ” ’ (do not use feet ‘ inches ’ )

0  1  2  There are NO hyphenations for proper names

0  1  2  There are NO hyphenations in the headlines, pull quotes, captions, kickers

0  1  2  Use oldstyle numerals within your body text, lining numerals for tabulated  
data or when used in all caps text:

Oldstyle numerals: **1234567890**

Lining numerals: **1234567890**

0  1  2  Hang punctuation on your pull quotes (use *Command + \* key)

→ align “Hello, my friend. Would you like to go  
for a hike tomorrow?”

0  1  2  Proper em dashes, en dashes and hyphens are **consistently** used  
(*em dashes for hesitation in speech: em dashes can replace parenthesis, commas,*  
*or pauses in speech — {shift key + option key + hyphen key}, en dash to replace*  
*the word “to”, like 9 am – 1 pm {option key + hyphen key}*)

0=Needs work throughout  
1=Needs work here and there  
2=Good as is or 2=Not applicable

0  1  2

Justified text: All inconsistent *word* spacing has been fixed: rivers, gaps

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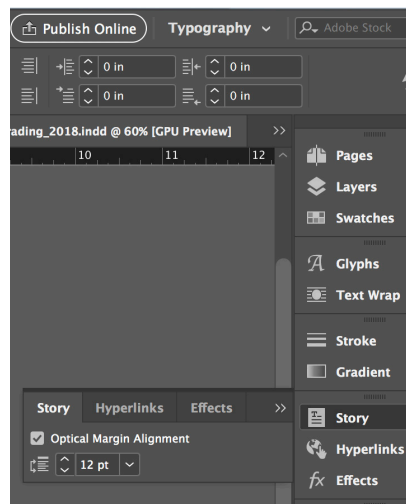
0  1  2

Justified text: All inconsistent *letter & word* spacing has been fixed: No lines of body text look too tight (letters or words are too close together) or too loose (too much space between letters or between words)

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0  1  2

"Story" was used to push punctuation to the outside of a justified paragraph

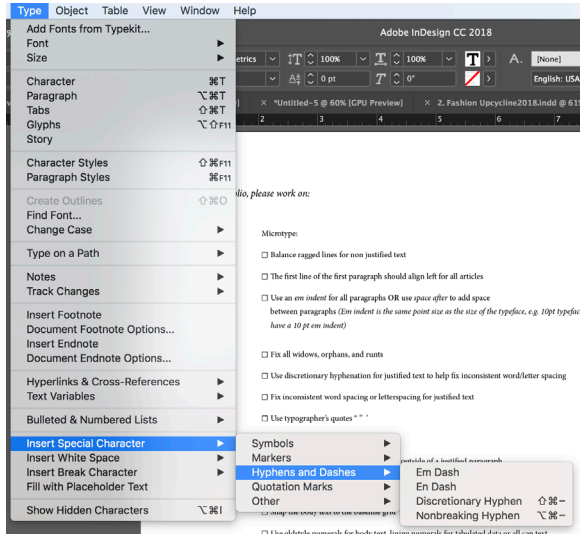


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0=Needs work throughout  
1=Needs work here and there  
2=Good as is or 2=Not applicable

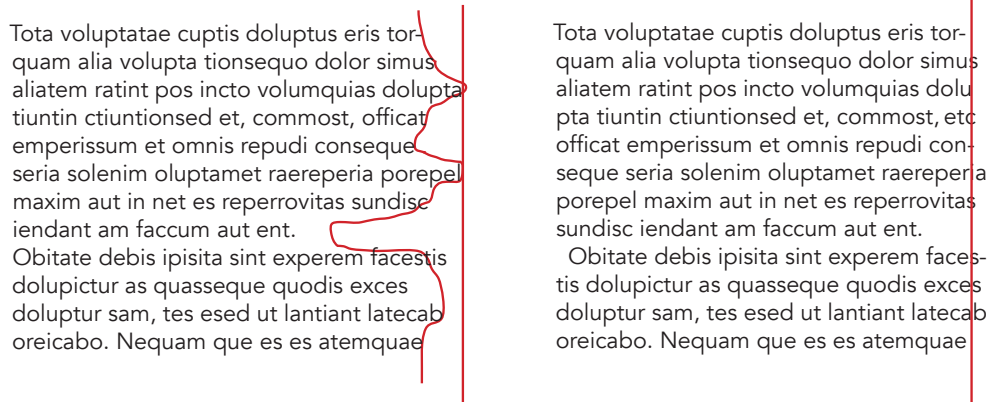
0 □ 1 □ 2 □

Justified text: Discretionary hyphenation was used for justified text to help fix inconsistent word/letter spacing



0 □ 1 □ 2 □

Left aligned/Right ragged text: Balance ragged lines for non justified text



0 □ 1 □ 2 □

Is the body text snapped to baseline grid

0 □ 1 □ 2 □

Display type (type that is 14 point or larger). Look at the spaces between letters (especially between any letters that have inclined/angled strokes). Are the letter spaces even?

### Imagery:

0 □ 1 □ 2 □

All images are not blurry/pixelated/or too muddy/dark (ideally around 300dpi)

0 □ 1 □ 2 □

Each image adds something new to the story (it should be engaging and shouldn't seem to unnecessarily repeat the same content. e.g. picture of a person smiling, another picture of the same person smiling, and yet another picture of that same person...all looking the same way or doing the same action within the shot)

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## Macro Typography & Misc:

0  1  2

No important parts of the text/images that cross over spine get lost in the inner margin

0  1  2

Can you place your thumb comfortably in the margin spaces?

0  1  2

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

0  1  2

Did they create a comfortable line length and comfortable leading?

0  1  2

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

0  1  2

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

### *Does the magazine have the following?:*

0  1  2

A minimum of 48 pages.

0  1  2

A masthead page & A Table of Contents page

0  1  2

A cover which has information on the spine (e.g. on the spine there should be the magazine title, the date/issue number, and perhaps the tagline.),

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\_\_\_\_\_ **Total Points Received / 56 Possible points**

\_\_\_\_\_ **Magazine Designer**

\_\_\_\_\_ **Magazine Title**