

Grids/Macrotypography:

- | | | |
|-----------------------------------|-----------------------------------|---|
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Strengthen hanglines and flowlines across the spreads to create better visual alignments |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Simplify complicated negative space to strengthen grouping/hierarchy |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Adjust negative space:
<i>Margins are too small/large</i>
<i>Gutter between columns are too large/small,</i>
<i>Spine gutter is too small</i>
<i>Space after paragraphs is too big</i>
<i>Em indents are too big</i> |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | The number of columns fit well with the reading of the content |

Cover/Spine/Toc:

- | | | |
|-----------------------------------|-----------------------------------|--|
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Add missing elements to cover: barcode, price, date/issue, coverline(s) |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Strengthen on cover: hierarchy/groupings, kerning/letterspacing |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Add missing elements to spine: title, date, issue |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Use elements from the front cover and carry it over to the spine to create more visual interest on the spine (try to create visual information zones) |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Add missing elements to ToC: The word "Contents" (or indication that it's the ToC), page numbers, article titles, clear contrast between sections and features |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Strengthen on ToC: Simplify complicated negative space to strengthen grouping/hierarchy |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Strengthen on ToC: Strengthen hanglines and flowlines across the page/spread |

Microtypography:

- | | | |
|-----------------------------------|-----------------------------------|---|
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | Properly track, kern, letter space, word space all headlines, subheads, drop caps |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | The body text a comfortable size |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | The body text is quiet in tone for reading, has and even set width, and texture |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | The leading works with the body text size (too tight, too loose) |
| 0 <input type="checkbox"/> | 2 <input type="checkbox"/> | The leading works with the headline size (too tight, too loose) |

0=Isn't done

2=Is done or 2=Not applicable

- 0 2** The line length is working to help the eye track the text from line to line
- 0 2** Justified text: All inconsistent word spacing has been fixed: rivers, gaps
- 0 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)
- 0 2** Left aligned/Right ragged text: Balance ragged lines for non justified text
- 0 2** Review em, en dashes and fix mistakes (**even/consistent space around the dashes**)
(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})
- Brand:*
- 0 2** Does the magazine have a cohesive vision/brand tone?
- The following needs brand tone work:
- Typeface choice for headlines
 - Typeface choice for body text
 - Creating visually expressive headlines
 - Stronger / more engaging imagery
 - Work more with color
 - Explore visual graphic elements, illustrations, patterns
 - Negative space: Adding more/reducing some

0=Isn't done

2=Is done or 2=Not applicable

Total Points Received / 44 Possible points

Magazine Designer

Magazine Title