

### *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:<br><i>Margins are too small/large</i><br><i>Gutter between columns are too large/small,</i><br><i>Spine gutter is too small</i><br><i>Space after paragraphs is too big</i><br><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**