

40 pts Grids/Macro typography:

- Strengthen hang lines and flow lines across the spreads to create better visual alignments
- Simplify complicated negative space to strengthen grouping/hierarchy
- Consistent use of negative space within each article
- Consistent use of negative space from article to article throughout magazine:

If your articles have issues with negative space consider adjusting:

Margins that are too small/large

Gutter between columns are too large/small,

Spine gutter is too small

Space after paragraphs is too big

Em indents are too big

5 pts Cover /ToC /Letter From the Editor /Masthead Page:

- Masthead design / Name plate
- Strengthen: hierarchy/groupings
- Use elements from the front cover and carry it over to the spine to create more visual interest on the spine
- Add missing elements to: cover=title, date, issue; ToC=pages, titles

40 pts Micro typography:

- Fix microtype don'ts (See Grading Rubric 1.pdf)

10 pts Magazine Milestones

5 pts Brand:

- Does the magazine have a cohesive vision/brand tone?
- Does the tone feel on brand with the mood board?

Perhaps consider these items if your brand tone needs work:

Typeface choice for headlines

Creating visually expressive headlines

Stronger / more engaging imagery

Work more with color

Explore visual graphic elements, illustrations, patterns

Layering

Negative space: Adding more/reducing some

_____ / 100 Total Points