

## Things to potentially look at while reviewing/giving feedback:

### General:

- ☐ Look through the mood boards & layouts. Does the brand tone permeate all of the pages?  
If not, what doesn't fit the brand tone

What might they do to those spreads to align the tone to the magazine's brand?

- ☐ Is the imagery appropriate and memorable for all of the articles' contents?  
Mark the images with an X that could be swapped out for a stronger image.
- ☐ Does the headline respond to the imagery in terms of scale, position, and/or color (e.g. use a hierarchical grid)?
- ☐ Does your eyes stop on any of the pages? Does the stopping help or hinder the flow of the spreads?  
Mark the spread(s) with an O that has an awkward visual flow.
- ☐ Could there be better alignments? (across the page or spread and/or vertically)
- ☐ Is the footer/navigation distracting you from the text?
- ☐ Does the first line of the first paragraph align left for all articles?
- ☐ Did they use an em indent for all paragraphs, Heals ActOR use space after to add space between paragraphs?
- ☐ Is the imagery high enough resolution (*not blurry or pixelated or dark/muddy*)?

*Do you have any other suggestions or feedback?*