

## 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.
- When appropriate, is the headlines visually expressive enough?  
Mark the headlines with an X that could be made visually more expressive.
- 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)
- Do the number of columns fit well with the reading off the content?
- Can you place your thumb comfortably in the margin spaces?
- Are the gutters between the columns too big or too small?
- Is the footer/navigation distracting you from the text?
- Is the body text quiet in tone and comfortable to read?
- Does the leading help or hinder your eyes as you track the words from line to line?
- Did they create a comfortable line length and comfortable leading?
- Does the first line of the first paragraph align left for all articles?
- Did they use an em indent for all paragraphs, outdents OR use space after to add space between paragraphs?

*Do you have any other suggestions or feedback?*