

Peer-to-peer check ins:

General:

- ☐ Does the tone work well for the audience?
- ☐ Is there a clear hierarchy 1, 2, 3
(does anything compete with the hierarchy?)
- ☐ Could they improve groupings?
- ☐ Could they improve alignments?
- ☐ Are there opportunities to improve the hierarchy through the use of:
 - ☐ Scale
 - ☐ Weight/Style, e.g. italic
 - ☐ Case
 - ☐ Color
 - ☐ Direction
- ☐ Are their headlines visually expressive enough?

All Body Text:

- ☐ First line of the first paragraph is align left
- ☐ Use an em indent for your paragraphs OR use space after to add space between paragraphs
- ☐ Use oldstyle numerals for body text, lining numerals for tabulated data or all cap text
- ☐ Create a comfortable line length and comfortable leading
- ☐ Balance ragged lines for non justified text
- ☐ Fix widows & orphans
- ☐ Fix or adjust hyphenation if needed
- ☐ Fix or adjust typographer's quotes, fractions, superscripts if needed
- ☐ Hang punctuation where needed

Justified Body Text — do all the above and then:

- ☐ Use “Story” to push punctuation to the outside of a justified paragraph
- ☐ Fix word spacing, rivers, & gaps.
- ☐ Fix or adjust hyphenation if needed