

**Project 1: Poster—Please type your comments in the speaker notes section in the Google Slides Doc**

Is the hierarchy of information clear? (*Is the information grouped logically and is easy to follow?*)

What is the hierarchy?

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Does anything compete with the hierarchy? (*Does anything compete with the telling of the story?*)

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Could improvements be made with alignments or groupings? (*Look to the negative space to help answer this*)

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Could improvements be made with emphasis (*bold & italic*), and/or scale, and/or color?

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Are the visuals & tone appropriate for the subject matter? Is there anything that can be pushed farther?

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Look at the microtypography & typographic sins? Any suggestions?

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Look at the letter spacing, word spacing, and leading? Any suggestions for spacing?