

## Peer-to-peer check ins:

### General:

- Is the photo engaging/strong enough to be the opening image to an article? Does it intrigue you enough to want to read the rest of the article?
- Is the resolution of the image high enough to make the image work at the current size? (the image shouldn't be fuzzy or pixelated)
- Do you see a scale and/or position relationship between the headline and the image?
- Do you see a tonal relationship between the headline and the image?
- Are their headlines visually expressive enough?
- Do you see a position relationship between the body text and the image?
- Is there a clear hierarchy 1, 2, 3 (does anything compete with the hierarchy?)
- Could they improve groupings?
- Could they improve alignments across the spread as well as on each page?
- Are there opportunities to improve the hierarchy through the use of:
  - Scale
  - Weight/Style, e.g. italic
  - Case
  - Color
  - Direction
- Track, Kern, letter space, word space all headlines, subheads, drop caps

### Body Text:

- Is the body text between 8–12 points? Does it look too big/small to comfortably read?
- Does the typeface chosen have a quiet tone:
  - the individual characters should not have unique/decorative strokes that slow down the eye / call attention to themselves
  - the typeface should not be high contrast (big difference between the thick and thin strokes)

- the typeface characters should have a relatively even set width
- Does the body text have an even texture? (gloppy dark areas or areas that accordion)
- Does the body text have good grey tone (not too dark or too light)

- First line of the first paragraph align left
- Use an Em indent for your paragraphs, outdents 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
- Use em, en dashes correctly
- Use proper small caps, fractions, ligatures

### Justified Body Text — do all the above and then:

- Use “Story” to push punctuation to the outside of a justified paragraph
- Fix or adjust hyphenation if needed

### Navigational Footer:

- Is there a footer?
- Does it have a folio (page number) and the name of the (fictitious) magazine?
- Does the scale/weight/typeface chosen distract the eye from the body text? (in most cases, it shouldn't)
- Is it located in a position that does not distract from the body text/reading of the article?