

CRITIQUE, PEER REVIEW, & EVALUATION

Jobson - Typog. Intermediate, Prob. #3: Title, TOC & Introduction C2

| Criteria | Kind Of | | | | | Comments |
|---|---------|---|---|---|---------------------|--------------|
| | Yes | 4 | 3 | 2 | No | |
| | 5 | 4 | 3 | 2 | 1 | |
| 1. Title Page: Is there a discernable design on this page to help the reader understand the topic, author and publisher? Does the art enhance the title? | | | | | | |
| 2. T.O.C: Is it useful, easy to read, pleasing to look at and still part of the overall look of the book. Are there clearly established hierarchies? | | | | | | |
| 3. T.O.C: Are all of the first names and last names of the typographers and essay writers present but easily distinguishable from each other? | | | | | | |
| 4. Introduction: Is the type and design part of the overall design strategy avoiding a separate parts look? | | | | | | |
| 5. Head and Subhead Typography: Has an appropriate font been chosen to make heads and subheads stand out but still look like part of the design? | | | | | | |
| 6. Typography Usage: Are fonts used consistently, well tracked, appropriately leaded, the right weight? Folios and captions well designed? | | | | | | |
| 7. Layout/Composition: Are all the pages well designed, integrating text and image, inviting, interesting contrast, good use of negative space, etc.? | | | | | | |
| 8. Color: Is the color used as an integral, instructional, part of the design is does it seem to be appended at the last minute and merely decorative? | | | | | | |
| 9. Logo: Is the logo design complete or does it require additional work? | | | | | | |
| 10. Visual Impact: Do the pages make you want to read more or do they discourage you from reading further? | | | | | | |
| | | | | | Total Points | Grade |

Name:

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