

1.3 CRITIQUE CHECKLIST

DIRECTIONS: Designers learn best by having their work critiqued. The critique becomes part of the daily work routine. Below is a basic checklist for a simple critique using some of the concepts introduced in chapter 1. Check the items that fit the page of your choice. If you do NOT check an item explain why the newspaper did not use this fundamental concept. Then, using the newspaper of your choice and this checklist, orally critique a page in the paper in a small group.

- The page has a flag or folio to help the reader identify the paper and to help the paper establish an identity.
- Every story has an informative headline.
- The font choice for headlines contrasts with the font family used for text but remains consistent with other headlines.
- The biggest, boldest headlines appear at the top of the page with smaller and less bold headlines appearing further down on the page.
- The text set in a consistent font and size.
- The text is set in columns with related items grouped together.
- All paragraphs are indented the same amount.
- All stories have bylines.
- Every photo has a caption that adds information about who, what, when and where.
- All photos have photo credits.
- The design of the caption contrasts with the design of the text.
- Sidebars, liftout quotes, mug shots, subheads and other elements have been used to break up long blocks of text?

1. What is your estimate of the point size of the largest headline on the page? The smallest?

2. Spec one of the headlines on the page first giving the number of columns, followed by the point size, followed by the number of lines.

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3. What about the design of this page makes it attractive to the reader? Unattractive?