

Spread Evaluation Checklist



Using the sample spreads provided by your teacher, determine which spread demonstrates solid design principles, and which spread demonstrates poor design principles. As you evaluate each spread, consider the following:

- Not all principles will be evident in the spreads
- As you evaluate each principle, back up your choices with examples and details
- As you look at the spreads, determine which spread has poor design principles and which have strong design principles
- As you evaluate the principles, discuss your thoughts with your partner
- Don't look at the photo quality or written content- the purpose is to evaluate design



Alignment: Make notes about alignment in the spreads. Identify which spread in your notes.

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Balance: Make notes about balance in the spreads. Identify which spread in your notes.

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Contrast: Make notes about contrast in the spreads. Identify which spread in your notes.

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Direction: Make notes about direction in the spreads. Identify which spread in your notes.

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Division: Make notes about division in the spreads. Identify which spread in your notes.

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Emphasis: Make notes about emphasis in the spreads. Identify which spread in your notes.

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Flow: Make notes about flow in the spreads. Identify which spread in your notes.

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Grouping: Make notes about grouping in the spreads. Identify which spread in your notes.

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Harmony: Make notes about harmony in the spreads. Identify which spread in your notes.

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Placement: Make notes about placement in the spreads. Identify which spread in your notes.

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Proportion: Make notes about proportion in the spreads. Identify which spread in your notes.

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Proximity: Make notes about proximity in the spreads. Identify which spread in your notes.

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Rhythm: Make notes about rhythm in the spreads. Identify which spread in your notes.

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Scale: Make notes about scale in the spreads. Identify which spread in your notes.

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Spatial Relationships: Make notes about spatial relationships in the spreads. Identify which spread in your notes.

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Unity: Make notes about unity in the spreads. Identify which spread in your notes.

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Value: Make notes about value in the spreads. Identify which spread in your notes.

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