

Peer Editing Checklist



Alignment: Are all elements on the spread aligned with other elements on the spread?



Balance: Are the elements on the spread balanced? Do parts of the spread feel overweighted with elements?



Concept: Do the elements on the spread contribute to the overall concept of the spread? Do they clearly define the concept?



Contrast: Are there contrasting elements on the spread? Do they enhance the spread, or do they seem unplanned and chaotic?



Division: Are elements separated logically on the page? Is it clear what elements are grouped, and what elements stand apart from the others?



Emphasis: Is there a dominant element/package on the spread that stands out from the others? Does this element convey a sense of important?



Flow: Do elements on the spread lead the viewer around the spread? Is there a clear path to follow in the placement of the elements?



Grouping: Are elements grouped logically on the page? Is it clear what elements are grouped, and are the group elements connected?



Harmony: Do the elements on the spread show agreement? Is it obvious that the designer purposefully placed elements to create a sense of completeness and connection?



Proportion: Are all elements proportional to each other? Do offset proportions have a purpose, and do they work within the rest of the spread?



Proximity: Are elements unified through tight white space, or emphasized through expanded white space? Is a common use of white space used to separate most elements on the spread?



Rhythm: Are elements repeated on the spread? Are there variations or alternation of elements? Are the repeated or alternated elements used effectively?