

## Zine Review For

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### LAYOUT: Grid and Flow      Grading range: 1-4

You want to give this score based on a quick look-through. Go through the pages, and get a sense of how the content flows. Does it seem to have an internal rhythm? Or does it feel disjointed?

Then, look a bit more carefully. See if you can find a grid. Is the grid followed, and then broken with some graceful fun? Or is it regimented and stiff?

#### (1) Missing sense of grid and flow

Either the grid is not clear at all, or the flow feels disjointed, as if each page was created without regard to the whole document.

#### (2) Still working on it...

The grid is a bit too obvious because it is too strictly adhered to (all text and images fit stiffly into a 3-or 4 column set up). There is no variant in the flow, no images bleed, no images fill half the page, there is little use of white space.

#### (3) Got it

The grid is clear, and yet broken nicely in key places. There are some images that bleed, and there is an introduction of white space.

#### (4) Nailed it!

The document flows with ease. The grid is clear, yet broken in interesting ways. Images bleed, and white space is used well to support all the content. Basically, if you saw this at Barnes and Nobel, you'd want to own it.

Score \_\_\_\_\_

### LAYOUT: Image quality and choice      Grading range: 1-4

Now, focus on the quality and choice of images. Are they of high resolution and good quality or are they pixelated or compressed into poor quality? Do they add to the information in the zine? Do they help us understand this designer?

#### (1) Images are pixelated, too small or degraded.

Most or all of the images are too small for print, or have been degraded by poor compression. You can see this in the gradient areas of the image - instead of smooth gradients, you see choppy bits of color.

#### (2) Still working on it...

Most of the images are good, but some are pixelated or degraded or too small.

#### (3) Got it

All of the images are of good quality.

#### (4) Nailed it!

All of the images are of good quality and add greatly to the information in the zine.

Score \_\_\_\_\_

**LAYOUT: Type** Grading range: 1-4

Now, look at the zine more carefully. This part of the review is about type choices and use. Is the type appropriate for the content and the designer? Are the headline, subheads and body type sizes good for the size of the book? Does the content read easily? Are the credits and page numbers visible, but not intrusive?

## (1) Type choice inappropriate, styles not used or type layout reads like a Microsoft Word default

Either the type doesn't make sense for the designer (ex: Papyrus used in a book about Matthew Carter), the type is inconsistent due to not using styles or the sizes are default (12 pt body type, no attention to leading, default justified settings that are filled with rivers, headlines either too large or too small, page numbers and credits too intrusive).

## (2) Still working on it...

The type choice is appropriate, and styles are used, but the sizes and settings need work. Body type is too large or too small, and needs special leading and tracking attention, headlines need some size adjustment.

## (3) Got it

The type choice is appropriate for the designer, and the sizes and settings work with the layout.

## (4) Nailed it!

The type choice is appropriate for the designer and the size and settings fit into the overall layout. There are some surprises with the type, pull quotes and drop caps are used well

Score \_\_\_\_\_

**CONTENT:** Grading range: 1-4

In this section, you are looking for the story line. Do you understand it? Did the writer give a sense of the story of this designer? Do you walk away from this zine feeling excited about the designer? Do you understand why other designers consider this one to be "important"?

## (1) Placeholder Text and Not Enough Text

The content is just placeholder text, or the designer hasn't put enough text in the document.

## (2) Still working on it...

The content sort of makes sense, but is mere reporting of facts or doesn't really connect with images used.

## (3) Got it

The content makes sense and the designer seems interesting. The zine designer has used interesting call-outs and headlines in addition to body text to tell the story.

## (4) Nailed it!

You come away from the document not only admiring the designer, but wanting to know more!

Score \_\_\_\_\_