

	4 EXCEEDS	3.5 MEETS	2 BELOW
Clear order and structure of the text	О	Ο	Ο
Typography and design are polished	О	Ο	Ο
Design is appropriate for content and audience	О	Ο	Ο
Design is unique and creative	О	Ο	Ο
Effective use of white space	Ο	Ο	Ο
Visible relationship between text and imagery	Ο	Ο	Ο
Effective typographic hierarchy	Ο	Ο	Ο
Rich typographic texture	Ο	Ο	Ο
Suitable point size for body copy	Ο	Ο	Ο
Suitable leading for point size	О	Ο	Ο
Content has been proofed—no typos	О	Ο	Ο
Proper line length	О	Ο	Ο
Good rags	Ο	Ο	Ο
Kerning of headlines, pull quotes and numbers	Ο	Ο	Ο
Single spaces after periods	Ο	Ο	Ο
Proper use of hyphens, en dashes and em dashes	Ο	Ο	Ο
Appropriate line breaks	Ο	Ο	Ο
No more than two consecutive hyphenated line breaks	О	0	0
No more than three hyphenate line breaks in any given paragraph	О	О	0
Paragraph Spacing: Indent or Extra Space	О	Ο	Ο
Widows and Orphans	О	Ο	Ο
Proper use of italics	О	Ο	Ο
Smart Quotes	О	Ο	Ο
Hanging Punctuation	Ο	О	О
Ligatures	О	О	О

/140

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