

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