Page Spread Evaluation

Teacher: Ms. McGrew

Name _____   **Class: Yearbook**

	Weak	Okay	Solid
Eyeline	No Eyeline Exists	A semblance of an eyeline exists, but elements do not build off it consistently.	A one-pica eyeline exists in the top or bottom third of the spread. Elements build off the eyeline consistently or if they break the eyeline they break it by more than 4 picas.
Dominant Element	No element on the page commands attention.	An average photo draws attention, or a slightly smaller photo battles for a not-big enough photo's presence.	One excellent photo draws attention and leads the viewer's eye to other elements on the page.
Column Structure	Elements on the page do not begin and end on columns, rather the elements stagger around without contributing to the design.	Most elements begin and end on a column.	Every element begins and ends on a column. Some elements span multiple columns.
Interior Margins	Interior Margins are haphazard and not consistent.	Interior margins between elements are mostly consistent.	Interior margins between elements are always consistent.
Photo Size Variety	Most Photos are the same size and shape.	Mostly horizontal or mostly vertical photos are used and limit variety in design.	Horizontal, vertical, and square photos are used to provide variety in design