

Great job, James, you have created a well rounded concept, connecting conspiracy, misinformation, and real world places/case studies and fauna in a creative and engaging way. I think you have inverted the misinformation very well.

## Typography

The typography is excellent, well chosen typefaces that complement the theme, I love the creative and contemporary take on the scribe- very unique. Some improvement needed: too many creative ideas at once, add foundational assets to build authority, footnotes, charts, tables, numbering, captions, bibliography, brief biographies, many of these appear in your references, recreate them so they are consistent across the work

## Image making

The imagery is engaging and visually varied, lots of case studies but some editing is required, it jumps around thematically, tighten the case studies more so they are more consistent. The parchment background feels to cliché, make sure it feels contemporary. The type already represents the "new-world" theme so well make sure you make it feel modern. If you remove the background and focus on the texture in the images and type it will have a nice contrast between old and new.

## Composition

The composition gets the job done but you need more consistency and clearer hierarchy and balance which would improve the flow. Again- too many ideas on page at once, hard to see how body copy, titles, and captions will be treated overall, lock a grid, define spacing, repeatable components. Needs more basics like footnotes, tables, charts, numbering. titles, sub titles etc.

## Next steps

Document a type system, titles, body, captions, quotes, footnotes, metadata, small evidence kit, table, chart, figure with caption and credit, recreate the documentary devices from your references so they match, edit the case studies to a tighter sequence, apply the same components on each page or repeat elements.

Great concept and type, composition and consistency need the most work, add the details that create authority, reduce idea sprawl, keep going! Thanks James

