

List of major concerns editors should have when reviewing illustrations and websites:

1. Is the document aesthetically pleasing?
2. Does the composition effectively utilize the primary design principles of unity, variety, hierarchy, and proportion?
 - a. **Unity**
 - i. Are the parts of the composition organized so that they work together?
 - ii. *Online* Is the layout consistent with standards – placement of banners, side bars, etc.
 - b. **Variety**
 - i. Is the level of variety in the composition appropriate to creating visual interest?
 - ii. Are seemingly diverse elements combined to form a message?
 - iii. Are these visual contrasts balanced?
 - c. **Hierarchy**
 - i. Are the parts of the composition given the proper importance or emphasis in relation to other parts?
 - ii. Is the viewer's eye directed to the most important (dominant) parts first, before it is drawn to subordinate parts?
 - d. **Proportion**
 - i. Are the size relationships between parts of the composition appropriate?
 - ii. Are the relationships between the outer dimensions of the design in proportion to the inner divisions and alignments such that they work in harmony?
 - iii. *Online* Is the page designed for landscape orientation?
 - e. **Balance** – Is the composition balance symmetrical, asymmetrical, or radial?
3. Do the supporting principles of design (scale, rhythm, repetition, and proximity) work effectively in the composition?
 - a. Which one or two supporting principles are dominant in the composition?
 - b. **Scale**
 - i. Can the viewer get a sense of scale?
 - ii. Does the scale create a visual hierarchy?
 - c. **Rhythm**
 - i. Does the composition have movement or a natural flow?
 - ii. What is the path this movement leads the eye through?
 - d. **Repetition**
 - i. Is there repetition of an element or elements in the composition?
 - ii. Is the size of the repeated element consistent or varied?
 - iii. Does it form a pattern?
 - e. **Proximity** – Are the parts of the composition positioned in relation to each other in such a way that they create visual interest?
4. Does the composition use the design elements of shape, space, line, size, color, texture, and typography effectively?
 - a. **Shape**
 - i. Are the shapes of compositional elements geometric or organic?
 - ii. Does this shape support the message?

- b. **Space**
 - i. Is negative space used in the composition?
 - ii. Does positive and negative space in the composition work together?
- c. **Line** – What type of line is used in the composition – type, edge, implied?
- d. **Size**
 - i. *Print* Is the physical size of the composition appropriate to the design?
 - ii. *Online* Is the important information displayed without scrolling, or above “the fold”?
- e. **Color** – How is color used in the composition – to create a mood, to carry cultural meaning, to support the other elements (create emphasis or variety, support an established hierarchy, activate shapes and space), create an emotion?
- f. **Texture** – Does the composition have texture, either visual or tactile?
- g. **Typography**
 - i. Is type used in the composition as line, texture, or shape?
 - ii. Does the type enhance the message?
 - iii. Is the type appropriate to the media?
 - 1. *Online* sans serif
 - 2. *Print* serif