

Marking Guide

Typographic Principles			Grade
Effective Whitespace	Whitespace is carried throughout to aid in readability and text is not cramped.		3
Measure	The line length on the content is controlled and is not too long or too short. Close to the 45 to 75 character range. Text is within a fixed width container.		5
Typographic scale	A scaling font size for all the headings is utilized.		3
Leading and vertical rhythm	A CSS baseline grid is implemented. The line height of the content is controlled and is adjusted depending on the font choices.		5
Text alignment	Conventional alignment is used for the vast majority, center or right alignments are used purposefully.		5
Relative measurements	All px values have been converted to EM's or REM's.		3
			/24
Visual Communication			
Interest/engagement	The article demonstrates visual interest and captures the attention of the viewer.		3
Colour	Color was utilized to enhance interest without distracting. Color choices have appropriate contrast for readability.		3
Hierarchy	Content hierarchy is visually displayed and easily understood upon first glance.		3
CRAP	All four fundamental design principles are strongly adhered to.		3
			/12
Font Selection			
Readability & Contrasting Relationships	Font pairings have been chosen for best readability practices and have a contrasting relationship.		5
Voice (Tone)	Font chosen was appropriate for, and suits the content's theme.		3
Web fonts	Google fonts, TypeKit, or other non-standard web font was used.		1
			/9
Errors in code formatting, validation, and/or best practices			-3
Total			/45