Typography Assignment - Marking Guide

		Your Mark	Grade	
Typographic Principles				
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.		3	
Typographic scale	The scale has been changed to be something other than the browser default.		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.		3	
All sizing uses relative measurements only	EM's or REM's		1	
Fundamental Principles				
Contrast	Strong contrast techniques used to create interest and demonstrate the content's visual hierarchy.		3	
Repetition	Thoughtful design choices have been brought in to create unity and consistency throughout the article.		3	
Alignment	Strong edges of alignment are used throughout. All elements align to something else on the page.		3	
Proximity	The groupings and relationships of the content are visually shown with the use of proximity and whitespace.		3	
Visual Communication	Interest & engagement. What has done on top of the structure provided above to grab the viewer's attention and draw them in to read the article? Color choices are used to capture interest but not distract.		5	
Font Selection				

Readability & Contrasting Relationships	Font pairings have been chosen for best readability practices and to add contrast. Color contrast does not hinder readability.	2	5	
Voice (Tone)	Font chosen was appropriate for content and theme.		3	
Web fonts	Google fonts, TypeKit, or other non-standard web font was used.		1	
Errors in code formatting, validation, and/or best practices			-3	
Total			**/44**	