

Are there any pictures?  
What of?  
Why?

How big are they?  
Where are they?  
Why?

Is it in colour?  
What colour?  
Why?

What kind of picture is it?  
(Cartoon? Photograph? Something else?)  
Why?

Are there any headings?

What?

Why?

Are there any subheadings?

What?

Why?

Are there any captions?  
What?  
Why?

Are there any slogans?  
What?  
Why?

Is there any bigger writing?

Where is it?  
What does it say?  
Why?

Is anything **bold**? *Italics*? Underlined?  
In a **different colour**?  
What? Why?

Are there any tables, diagrams etc?  
Why?

# WHAT IS THE EFFECT ON THE READER?



