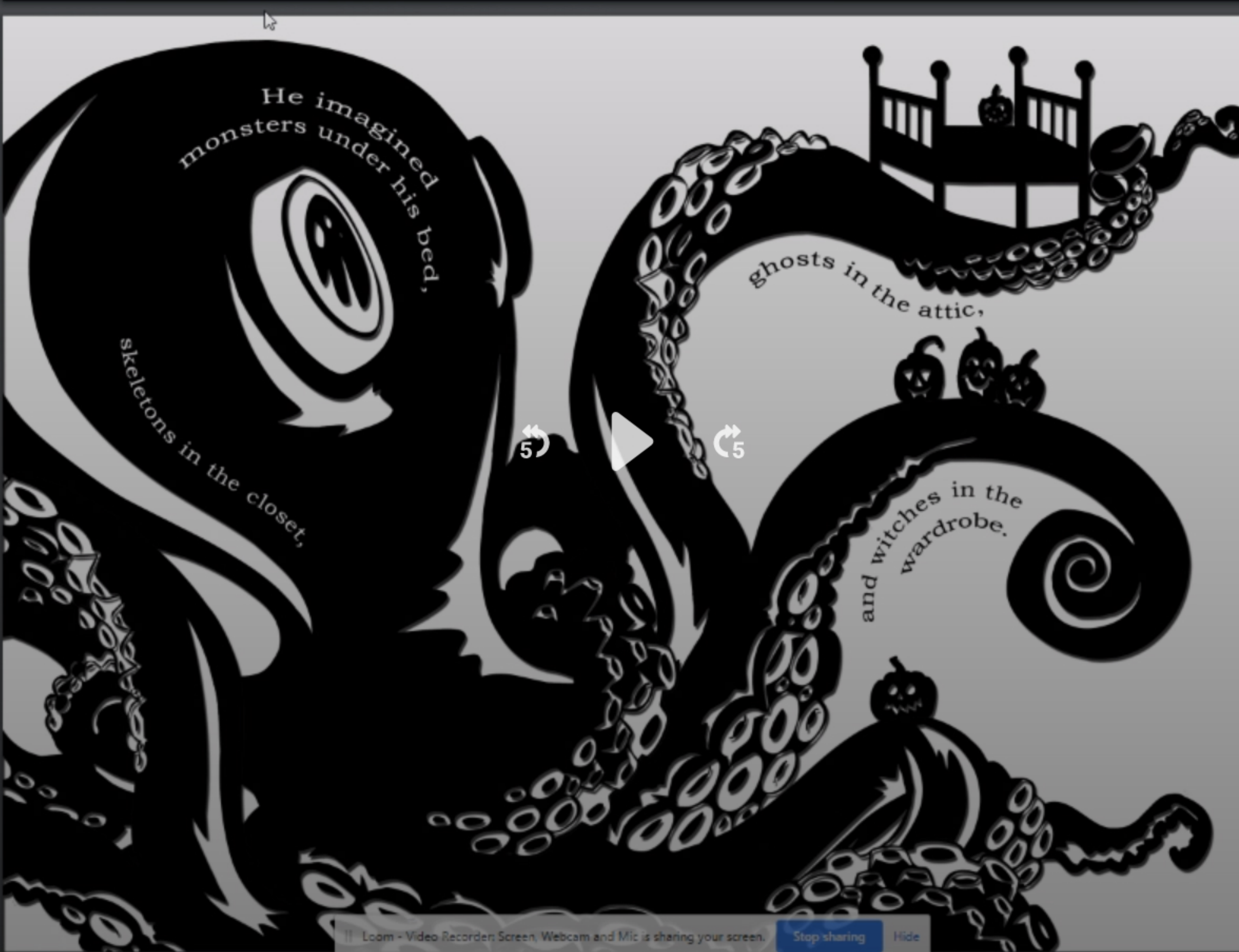


Phase 1: Video Feedback

2018-09-28 TO EDIT Drop Shadows It Wasnt Scary.pdf

4 / 16

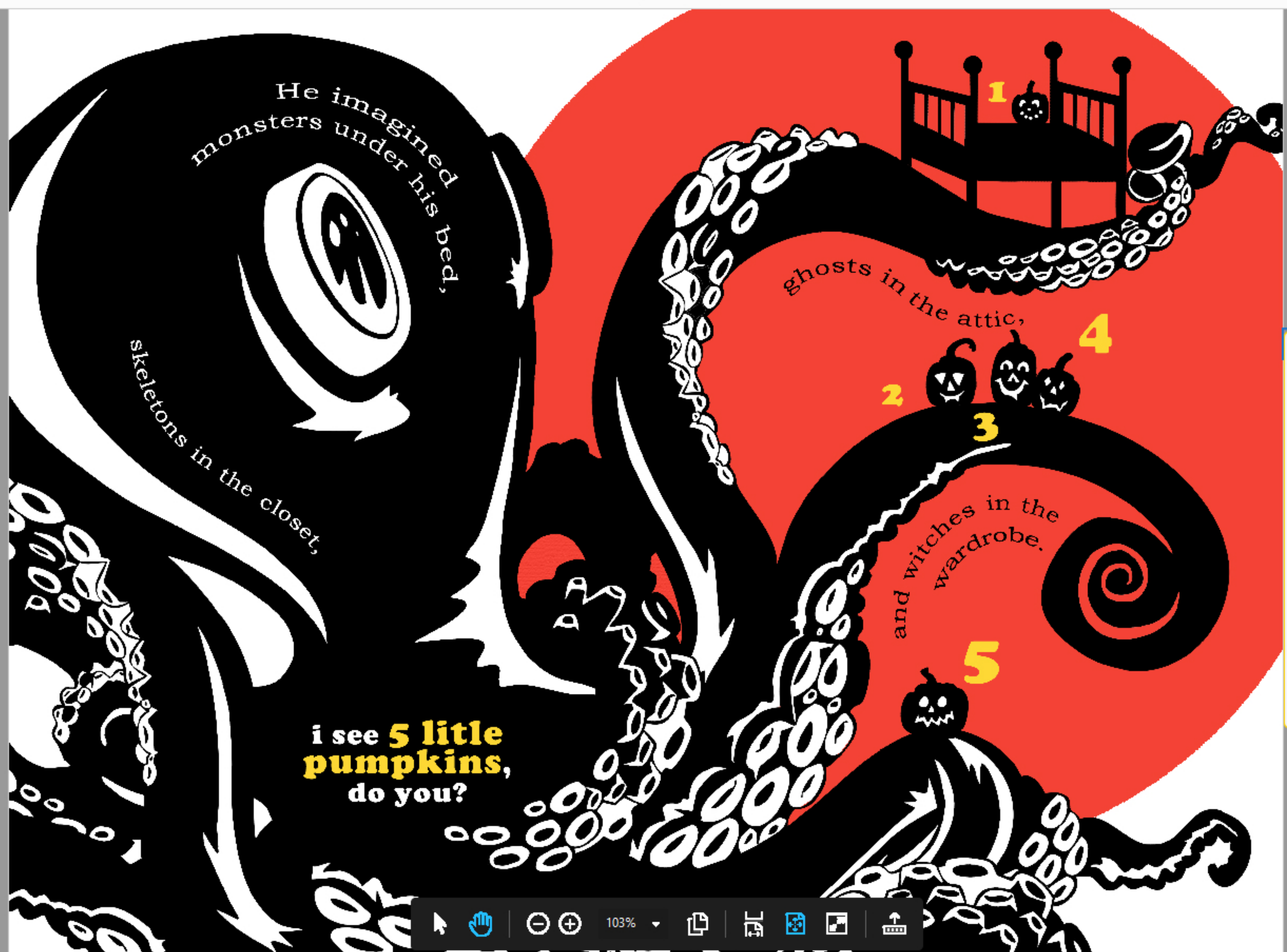


Phase 2: Written Copy Edit & Additional Feedback

Edited It Wasnt Scary Color Added.pdf - Adobe Acrobat Pro DC

File Edit View Window Help

Home Tools Edited It Wasnt Sca...



Rachel Oct 9
I'd recommend ditching the questions and numbers on this page. It's such a visually appealing page with a lot already going on. The questions/numbers distract from the main text.
From a grammar standpoint, there are no errors in the main body of the text for this page.

Home Tools Edited It Wasnt Sca...



Rachel Oct 9
I'd remove this question. On the original black & white proof you had "Happy Halloween" on the flag, but I think I'd just leave the flag blank all together because it's so close to your main text body.

Rachel Oct 9
My kids loved this repetition throughout. I don't know if you noticed in the video, but by the end both kids were saying along with me, "And that wasn't so scary." It's simple, catchy, and ties nicely to your title.

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Rachel Oct 9
Delete every "and" except for the one at the very end since these are all part of the same sentence. Also, leave off the ellipsis. Ellipsis are mean to show an omission of words, sentences, or sections without altering its original meaning. Ellipsis are commonly misused to show a pause or a lead into another segment. Instead use a comma since these are all items in a list.
Rachel Oct 9
He met skeletons, zombies, monsters,
dinosaurs, spacemen, robots,
heroes, villains, superheroes,
angels, mermaids, and fairies.

Rachel Oct 9
While I read this to my daughter, she did something interesting on this page. After we read the text that was there, she said "And that wasn't scary." Like you have on the other pages. I think she's right. This page needs that repeated line. You could add it to the page right here where I highlighted it.