

DESIGN CHECKLIST



Did you GET IT?

1. Do you have photos, captions, copy and a headline on every spread?
2. Do all elements begin and end on a grid or column?
3. Have you established an eyeline?
4. Have you avoided horizontal misalignment by keeping eyelines at least 6 to 10 picas apart?
5. Have you established consistent internal spacing?
6. Do you have a dominant element (photo, photo collection or photo/copy module) that is at least 2 to 2 ½ times larger than the next largest element?
7. Have you varied the sizes and shapes of your pictures and modules?
8. Have you established external margins by touching them with at least one element on each side?
9. Does the quality and content of the dominant element warrant it being made the largest element on the spread?
10. Have you placed captions near the pictures they identify (top, side or bottom) or logically identified cluster captions?
11. Have you placed the headline so that it is a natural lead-in to the copy?
12. Have you looked for ways to use white space effectively?

