

# LAYOUT CHECKLIST

## STORY PACKAGE

- Designed on the grid
- Utilizes the concept of 3 degrees of separation
- Story is placed in 3 to 5 columns to promote readability
- Package is appealing to reader and pairs the headline/subheadline, story and related photos together
- Uses final approved copy. Does not contain spelling, grammar or AP Style mistakes
- Elements are sized appropriately and aligned
- Designer pays attention to the small details.

## HEADLINE FORMATTING

- Brief headlines - Lemon Milk size 36
- Other headlines - Lemon Milk size varies size 49-81
- Subheadlines - Lane Narrow size 8, leading 10, skew 20

## PARAGRAPH FORMATTING

- Drop Cap (4 lines for regular story, 3 lines for briefs)
- No tab on first paragraph (drop cap). Tabs set to 1p0 for each paragraph
- Story font - Gentium size 9, leading 11, align left
- Story bys - Gentium size 9, italics

## PULL QUOTE FORMATTING

- Pull quote is in a box - two side bars are .5pt stroke. Top and bottom bars are 5pt stroke
- Quote marks - Steelfish size 72
- Quote text - Chartwell pies size 20, leading 24

## PHOTOS

- The dominant photo is placed near the center, is at least two to two-and-a-half times bigger than other elements.
- If there is more than one photo, at least one photo contrasts with the shape of the dominant.
- If there is more than one photo, they are grouped together, towards the middle of the page or pages
- Photos are cropped appropriately and are not stretched or distorted
- Captions "touch" each photo they describe or are clustered with clear photo labeling. There is room for two- or three-sentence captions.
- Every photo has a caption

## CAPTION FORMATTING

- Caption font - Lane narrow size 8, leading 10, justified
- Caption lead-ins - stroke weight .25
- Photo bys: Skew 20 degrees

## OTHER TEXT CONSIDERATIONS

- Copy is to the outside of the spread
- Type size and packaging creates a clear hierarchy of content.

## MARGINS/GRID/WHITE SPACE

- Layout follows the correct margins, except for a bleed photo
- The design is anchored on all four margins
- The layout has the correct grid set and all elements fit the grid exactly
- White space is to the outside of the layout.
- Levels of white space are used to clearly package elements, unify the spread and highlight special content (3 degrees of separation)

## INFOGRAPHICS

- Appeals to the reader, includes visuals, and presents supplementary information in an interesting and unique way
- Contain headlines and a subheadline where appropriate
- Designed on the grid
- Elements sized appropriately and aligned
- Well researched and sourced
- Designer pays attention to the small details.

## INFOGRAPHIC FORMATTING

- Uses a combination of chartwell bas, lane narrow, and lemon milk
- Fonts need to be readable between size 8-10

## GENERAL LAYOUT

- Design shows exceptional creativity and originality
- Design follows the elements and principles of good design
- Design makes excellent use of color in the correct places.
- Layout has an effective eyeline (if two pages)
- Folio appears in the correct spot - Includes section, dot separator, topic (lane narrow size 13) & page number in Lemon Milk size 13
- Design bys appear in the top margin of the layout - Lane Narrow, size 9, skew 20