

# HERFF JONES LAYOUT CHECKLIST

## STUDENTS: CHECK THESE THINGS AS YOU FOLLOW THE RULES OF DESIGN

### PHOTOS

- ☐ The layout includes a dominant photo. The dominant is two to two-and-a-half times larger than any other photo on the spread. The dominant is placed near the center of the spread, and it may or may not cross the gutter.
- ☐ The layout includes at least seven candid photos.
- ☐ Photos vary in shape and size.
- ☐ If a photo bleeds, it extends to the outside of the edge of the bleed line.

### SQUARES

- ☐ Every element fills the width and height of the squares. Individual captions need to be ½ pica apart from each other.

### COPY AND CAPTIONS

- ☐ The copy and the headline package are placed together in one of the corners of the spread.
- ☐ There is a headline and subhead package.
- ☐ A wide copy block is broken into columns. Columns are not wider than 23 picas.
- ☐ Every photo has a caption. Every caption is placed next to, above or below the photo it describes.

- ☐ Captions have a consistent width on the spread.
- ☐ Every caption is placed to the outside of the spread. No caption is trapped between two or more photos.

### WHITE SPACE

- ☐ The external margin is maintained.
- ☐ Rails/separators are used with clear intentions to create consistency, package related elements or isolate/separate distinct units of content.
- ☐ Additional white space is placed to the outside of the spread.
- ☐ Elements are ½ pica apart.
- ☐ The spread has a distinct eyeline.

### FOLIOS

- ☐ Page numbers and copy describing the spread are placed on the layout (and consistently throughout the book.)

