

DESIGN THIS WAY

Pull the book you made last year. Open to any content spread.

Does your spread have:

- Internal margins
- External margins
- Attention to the gutter
- An obvious eyeline
- Multiple reader entry points
- Multiple levels of coverage

Now, answer the following questions.

How many students did you cover?

How many quotes did you feature?

Does this spread flow and fit in with the rest of your book?

How long did it take to design?

Do you like your answers?

- ▶ With Square One™ you'll check everything off the list in less time while covering more student voices and ensuring every spread looks like it belongs in the same book.

Wait. What are these words?

- ▶ Internal margins — Formerly called rails, provide consistent spacing between all coverage packages on a spread.
- ▶ External margins — White space around the border of a spread. All layouts should have a consistent external margin. While the top and side margins in the book are the same, the bottom margin is usually 2 to 4 picas longer.
- ▶ Gutter — The 2-pica folding allowance between two pages where they are bound together.
- ▶ Eyeline — The horizontal separator from which mods hang or sit. It carries your eye across the page.