

HERFF JONES

# SPREAD CHECKLIST

## CHECK THESE THINGS BEFORE YOU MAKE ANY SPREAD FINAL

### WORDS

- Read every word. Spell check is great, but it doesn't know everything.
- Check name spellings and grade designations. Every identifiable person should be identified.
- Reconsider headlines and copy, making sure there are no double-entendres or inside jokes.
- Make sure every page has a folio with the correct page number, page topic and section.
- Make sure all stories are credited.
- Check paragraph styles and font sizes.
- Look for widows and orphans — single words hanging out at the beginning or end of a story.
- Make sure there's no overset text and that stories end where they're supposed to end.

### DESIGN AND PHOTOGRAPHY

- Reconsider and refine visual-verbal connections. Do the headline and photo go together?
- Are photos high-res and in focus? Is everyone facing the gutter?
- Speaking of the gutter, pay attention to anything that crosses — never text — but generally avoid putting people in the gutter.
- Unless you've decided to do something different, the dominant photo should cross the gutter by at least 6 picas.
- Make sure all photos are credited. Follow a consistent style for crediting professional photographers and stock image services.
- Check the eyeline and alignment on the spread. Zoom WAY in to check.
- Does caption placement makes sense? Usually, start with the dominant photo and go clockwise around the spread. Lead-ins help to match the caption with the photo.
- Scour the spread for trapped white space and consistent internal spacing.
- Make sure there are no stray boxes, text or otherwise. Pay attention to the cut lines on your template.
- Delete any backgrounds behind picture boxes.

