

## BASIC LAYOUT CHECKLIST

Check to make sure that your layout follows each of these rules.

1. Use a column structure.  
(6, 8, multi-, grid)
2. Dominant photo.  
(about twice as large as others)
3. 3-7 photos per spread.  
(vary sizes and shapes)
4. Consistent internal white space.  
(one pica)
5. No trapped white space.
6. Photos to the inside.
7. Captions and copy in the corners.
8. Headline and body copy together.  
**(no copy crosses gutter)**
9. Create an eyeline.
10. Break the eyeline by at least 5-6 picas.
11. Define external margins.  
(each one should be “touched” by one element)
12. Captions next to the appropriate photo.

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