

layout checklist

document:

- are pages the correct size?
- are margins, columns, and gutters the correct number and size?
- am I starting on the correct page for proper layout?
- are bleed margins necessary?

content:

text

- do I have all the relevant text?
- are there any formatting artifacts?
- have I used the correct typeface and size for the headlines, body and attributions?
- are my paragraph breaks all correct?
- are there any widows or orphans that can be/need correcting?
- are my pull quotes formatted for clarity (line length, hyphenation, awkward breaks)
- is my leading appropriate for headlines, body and pull quotes?
- is my spelling correct?
- do I have overset text?

images

- do I have all the relevant images?
- are they scaled proportionately? (check against original)
- does every image that needs it, have an attribution?
- are my descriptors or attributions assigned to the right images?
- are all linked files saved with document in one folder?
- do images need runaround?

layout

- is all of my spacing consistent and appropriate?
- are all centered elements aligned on content? (not on bounding box)
- do all of my columns start and end consistently?
- are my runarounds and text wrap margins consistent?
- do I have any page elements placed awkwardly? (pairings of ads, position of ads, etc)