

Find the Flaws

A: Lead-in 10 point Palatino
Caption copy in 8 point Palatino, 40 characters per line, 7 lines deep. 12 picas wide X 6 picas deep. Lorem ipsum dolor

B: Lead-in 10 point Palatino
Caption copy in 8 point Palatino, 40 characters per line, 7 lines deep. 12 picas wide X 6 picas deep. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet.



C: Lead-in 10 point Palatino
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D: Lead-in 10 point Palatino
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B: Body copy in 12 point Palatino Bold Italic, 26 characters per line, 12 lines deep, 12 picas wide X 15 picas deep. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Lorem ipsum.

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F: 10 PT. Palatino B R, 22 ch

G: 10 PT. Palatino B R, 22 ch

H: 10 PT. Palatino B R, 22 ch

I: 10 PT. Palatino B R, 22 ch



J: Lead-in 10 point Palatino
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TRADEMARK TROUBLE: The reversed secondary headline under the primary has been omitted from this design. The black bar for the attribution in the third column has also been deleted accidentally. **SHORT ON WORDS:** The caption in the upper left and the quotes in the story area don't fit the allotted space and draw undeserving

attention to those areas of the design. **WIDE OPEN:** The photo in the outer bottom left and the caption on the bottom right both fall short of the vertical columns creating awkward white space. **OFF CENTER:** The smaller photo in the upper left faces off the spread leading readers away from other content and upsetting reader eye flow.

DEAD SPACE: The photo in the center bottom would be a much stronger horizontal than a vertical eliminating a lot of the dead space in the photo. The cross country photo would be stronger as a vertical. **FEELING LOW:** The cross country photo is one pica lower than the photo beside it resulting in inconsistent inner spacing.

ie:

How To Avoid Design Disasters

Maintain the integrity of the section design template and its trademarks. Section personality and consistency are critical in reader-friendly, innovative graphic design.

Create a planned look with constant column widths for common elements and established, consistent spacing between all common elements.

Place photos logically and creatively to spark reader interest and to promote an eye flow keeping readers engaged in the spread. Place vertical and horizontal content in appropriately shaped spaces. Choose each photo so it contributes distinctive, dramatic content to the spread story. Include varied numbers of people in each shot.

Make sure captions are natural extensions of photos and photo collections so readers know which captions accompany which photos.

Write headlines, stories and captions to fit allotted spaces.