

**Color**—What is your color scheme?

- warm
- cool
- complimentary
- analogous
- other scientific technique (Kuler)
- sampled from photo
- taken from nature

**Contrast**—

- size
- type
- style
- color
- format
- field of view

**Repetition**— Builds a sense of consistency.

- tables
- lists
- elements (rules, bullets, shapes, type treatments, colors)
- fonts (consistency)
- sizes
- spacing

**Alignment**—

- text to text; text to image (floating or in a box)
- image to image (edge of picture or something in the picture)
- margins
- sight lines—anything horizontal or vertical that you can align

**Placement**— Logical choices fulfill viewer expectation.

- Are the text groupings logical?
- Do the images convey anything that has to do with the message?
- Is the message clear?
- Does message intent come across quickly?

**Balance**—

- symmetrical (easier, boring)
- asymmetrical (more difficult, more interesting)
- looks balanced L side heavier
- is anything skewed (text or image)

## **Layout—**

- Is there a clear entry and exit point?
- Have you provided a path for the viewer to follow?
- Are the negative spaces pretty? Do they form pleasing shapes all by themselves?
- Method (grid, path, columnar, meander)
- Adequate white space? (2/3 is okay)

## **Typography—** What feeling does the font convey if you couldn't read what it said?

- clear visual order (information architecture)
- no more than 3 fonts per document
- mix fonts responsibly
- no novelty fonts in body copy; no mixing of novelty fonts
- no widows and orphans  
adjust leading, kerning, and tracking to make text fit precisely into columns
- do not skew text!
- don't stroke your text!
- avoid drop shadows
- proofread (get help)

## **Output—**General guidelines

- Is your document the proper color mode for its intended output device?
- Have you output the right PDF quality for the intended output device and or converted your text into outlines to avoid font default issues?
- Don't output text from Photoshop—it will be fuzzy (pixel); keep your text crisp by outputting from InDesign or Illustrator (vector).
- Have you retained a back up copy with that is fully editable?