SPREAD CHECKLIST

Name: _____ Page #: _____ Spread Title: _____ Due Date: _____

HEADLINES

☐ 2-5 word headline catches the reader's attention and is not simply a label like "Girls Volleyball."

☐ Secondary headline gives more detail about the page.

☐ Headline is in the correct font, size, color and spaced correctly.

CAPTIONS/STORIES

☐ Stories and captions are interesting and add value to tell the story of the spread.

☐ First sentence of a caption is written in present tense; all subsequent sentences are written in past tense.

☐ Feature story is written in past tense.

☐ Quotes add personal details to the story without stating the obvious.

☐ Captions fill the allotted space given.

☐ Correct formatting is used on all copy (size and font).

PAGE DESIGN

☐ Page design maintains the style and look that is consistent with the book.

☐ Folio is in the correct place and in the correct font.

☐ Two points of space is used consistently on the page as the internal gap between all elements inside a module. Spacing between content modules is picas.

PHOTOS

☐ The spread includes photos that contain both a variety of people and compliment the story.

☐ Photos are high quality and are not blurry, poorly cropped, or uninteresting things. All photos have been COMPLETELY tagged.

☐ Spread contains photos with a varied number of people in them (one person, several people, group).

COVERAGE

☐ Spread includes at least 20 students through either photos or quotes.

☐ Coverage report has been checked to make sure students haven't been over or under-covered.

EDITING

☐ Headlines, stories, captions and names have been spell-checked. Page has been proofread for accuracy of information and fun content.

☐ Double and TRIPLE check for correct spelling of students' names. Review their tag to confirm the name is spelled correctly. Grade levels (if used) have been checked for accuracy.

☐ Colors are the appropriate ones defined in the style guide for this spread or section.

INCLUSIVITY

☐ Coverage represents the diversity of our student population (gender, grade levels, ethnicity).

EDITOR/ADVISER CHECKLIST (for editors and advisers only)

☐ Insert your own consistency checks here, like "make sure folio is correct, double check 2-pt stroke around photos."

☐ This is your chance to add things you'll need to remember!

Jostens