





Beyond the Basics of Layout

14 Insider Tips

This workshop focuses on specific techniques to help kickstart a new publication or improve an existing one.

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General Layout

Don't:

- Put type, photos or any graphic elements to the edges of your layout
- Put too many articles on a page
- Make columns or gutters too narrow
- Use a vertical design

Do:

- Respect your margins. Keep a ½-inch white space on the border of the page
- Have four articles or less, especially on page one
- Make gutters .25 inches and keep to 5 columns
- Go horizontal; avoid doglegs

Type

Don't:

- Use a sans serif font like **Arial** for body copy
- Be consistent to the point of boring your readers
- Be afraid of boxing your type

Do:

- Use a serif font like **Times New Roman** for body copy
- Be consistent with the basic elements, but get creative for special features
- Box articles, but give your type room to breathe

Headlines

Don't:

- Center headlines
- Use Upstyle Heads That Capitalize Every Word
- Leave verbs out
- Use tombstones if heads are the same typestyle

Do:

- Keep headlines flush left
- Capitalize only words that normally would be capitalized
- Use a subject and predicate
- OK to tombstone if styles are different and head is short

Art

Don't:

- Fill the page with a “sea of type”
- Create an article to go with every photo
- Download images from the web without knowing the source

Do:

- Add graphics: clip art, photos, infographs, pull quotes and white space
- Use pictures with captions but no stories. It's called “wild art” and it works.
- Subscribe to a clip art or stock photo service

Golden Rules

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- Photo / Headline/ Caption/ Story
- Some other stuff

