

Basic Design Checklist

Design

- Is the style and period of the typefaces appropriate to the subject matter?
- Where can you reduce the number of typefaces used?
- Is the size, x-height, style, leading, kerning and tracking appropriate to style and readability?
- Would expanded or compressed type fit better?
- Are your ideas grouped so they read easily?
- Do the lines break so they read naturally?
- Do design elements (text, boxes, artwork) line up with each other?
- If you have more than one column of type, does the type line up across the gutter?
- If you are creating a multi-page document, are you using a grid?

Characters

- Have you searched for extra spaces? (In InDesign, there is only one space between sentences.)
- Are there spaces at the beginning or end of lines or paragraphs?
- Are there tabs in the document? Are they used correctly?
- Have you used dashes, n-dashes and m-dashes correctly?
- Are all your curly quotes curly?
- If you triple-click on a paragraph, are the type size and leading consistent? (causes unpredictable behavior)
- Are you using auto-leading? (Using auto leading can cause unpredictable behavior)
- Are you using character and paragraph styles for speed and consistency?

Paragraphs

- Are there any small words at the end of lines?
- Are there too many hyphens or too many hyphens in a row?
- Have you turned off hyphenation for short bulleted items?
- Are there any holes in the type caused by long words?
- Are there widows or orphans in your text? Are there single words on the last line of a paragraph?
- If your type is justified, are there "rivers" running through your text because your line length is too short?
- HAVE YOU SPELL-CHECKED?**