

COMD2327

Instructor: M. Genevieve Hitchings
Email: mhitchings@citytech.cuny.edu
Website: www.artorium.com/instruction

Calendar: Final Checklist

Type Problems:

It is your responsibility to look again and again. I will be looking at many pages and might miss something on my comments. In addition to the individual specs of the page, make sure that you pay attention to these:

- Typeface, point size and leading should never be on default mode
- All proper names and titles within body copy are in italics or handled with a variation of type
- No widows or orphans
- No rivers
- No space between image, quotes and main text
- All art is credited (sources included)
- All type above 16 pts. is kerned if necessary
- Look at specs and make sure that grid and layout required are correct
- Baseline grid is used if necessary
- Paragraph indents are not necessary on first paragraph, but yes on following ones
- Indentation or line space to indicate a paragraph, but not both

Calendar

- Used master pages for repeated elements
- Used 'step and repeat' if appropriate
- Update all months and years to actual content
- Included brief line explaining main type problem

Cover

- Work to correct size and proportion
- If art bleeds your must allow a 1/8" bleed all around
- Leave at least 1.5" at top without any essential info (to avoid binding conflict)