

El Rodeo Layout Checklist

- Do you have a dominant element? (30% of page)



- Do you variety in layout? (no stacked "pancakes")



- Do you have one strong vertical column?



- Did you place **heavy** elements (ads/boxes) at the bottom of page?



- Do elements make sense for facing pages? (e.g. strong verticals on outer edges)



- Do you avoid butting headlines?



- Do you avoid butting images?



- Did you avoid any “doglegs”?



Finally

- Did you run **spell check** on: all articles (Apple A), all headlines, all captions, etc.?
- Do you have a one point **stroke** around all images?
- Do you have a two-point **stroke** around all ads and special boxes?