

Layout tips

1. Decide column structure

2. Place dominant photo

- should touch or cross gutter
- should be two times larger than any other element
- should touch a top or bottom margin or bleed off the page

3. Add a second photo

- should be a different shape than the dominant
- should be one pica away from the dominant and touching the gutter

4. Add other photos

- all are different shapes, sizes--no twins
- all should be rectangles
- all should move outward from the gutter
- one element on each page should touch the outer margin

5. Leave space for copy, captions, white space

- ALL copy should be to the outside of photos, not trapped between them
- White space should be to the outside, NEVER trapped between elements

6. Create a horizontal eyeline

- adjust your photos to create an imaginary line running straight across the spread. It may be crossed only once, by 8-10 picas

7. Add copy and captions

- make sure captions are equal in width