ANATOMY OF A LAYOUT

PROPER QUOTE FORMAT
I am a sentence in present tense that identifies who is in the photo and explains what is happening. "I am a second sentence in past tense that is either a super interesting quote from someone in the photo or simply another sentence that adds additional details," Lastname said.

BLEED
The bleed is extra space around your page that is intentionally printed, then trimmed by the printer. The standard bleed size is 1/8 inch, and is usually used to allow for movement the paper during printing.

INTERNAL MARGIN
The spacing in between all elements should be consistent. However, can use bigger rails of white space intentionally to cause division between modules, or smaller rails of white space to visually group similar content.

EDGE OF PAGE
This is where the signature will be trimmed. All elements (except items that are meant to bleed) should be away from this edge, so they do not get cut off unintentionally.

FOLIO
The page number. May also include section or page topic information.

GUTTER
The space between two facing pages that should not contain any text or faces.

AXIS
Same concept as eyeline, just vertical! Easy peasy.

CAPTION
The lines of text that identify who is in the photo and what is happening.

DOMINANT PHOTO
This is the biggest photo that should immediately attract a reader's attention. It should be the best photo, usually an action shot.

EXTERNAL MARGIN
The space around the spread that is close to the edge. It should not contain any text, because it is close to the trim line and may get cut off.

HEADLINE
Large type used to introduce the most important fact to the reader.

HEADLINE
subheadline

SUBHEAD
The text placed under a headline, which gives more information. Should contain a subject and a verb.

STORY
Your space to tell the story of the spread's topic. You can do this through traditional feature stories, or alternative coverage.

EYELINE
The eyeline is a horizontal guideline that runs across the spread. It helps visually unify the spread and is used as a place to start or end content elements. The eyeline should never be placed in the exact middle of the spread.

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CAPTION LEAD IN

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