DOUBLE CHECKING YOUR BROCHURE DESIGN
A POST-PLANNING WORKSHEET

Does your text have logical flow, especially as "found" by the reader as he/she opens the brochure?

Do text blocks have interesting and clear sub-headings?

Do photos have clear, complete captions?

If you use tear-off cards, or coupons, or anything else that needs to removed from the brochure, are you sure that important information will not be lost by the brochure recipient?

If a tear-off card is used, is it located on an outside panel?
Are all words spelled correctly? All sentences punctuated clearly? Is grammar correct?

Have you avoided use of "widows" and "orphans" (single lines or words stuck at the top or bottom of a panel)? (Try to get complete sections, at least paragraphs, within individual panels.)

Is text easy to read (both visually and related to word complexity)? No more than 2 font styles used? (Do not use ALL CAPS except perhaps in some simple titles or headings because it is difficult to read . . . and it looks like SHOUTING.)

Do the graphics support the text? Or are they "just pretty pictures" that you happen to like? Each graphic should have a purpose and should NOT be used simply to fill space. They should be planned into the overall design layout. Graphics should be of consistent style.

Have you used enough "white space" so that brochure does not look cramped? Have you avoided over-use of white space (so that it looks as if you just ran out of things to put on the brochure)?