

Good design is good because...

It stays within all the rules.
It features a variety of positive shapes,
consistent interior margins and a variety of

outside white space.
It has a good dominant photo.
There are captions for every photo.

There is a headline and body copy.
The double page spread has a purpose and
was designed as a DPS.

It doesn't overpower the content with
graphics that only call attention to them-
selves but lets the content shine.



Great design is great because...

It understands the rules but isn't afraid to
break them.
It still had captions for every photo which

include the name of the pictured people.
It uses graphics to lead the reader to where
it wants the reader to go.

It understands that sometimes content is
more important than the design.
It makes great use of color and graphics to

achieve the purpose of the design.
It uses type in the best way possible with
open leading, drop caps and no widows.