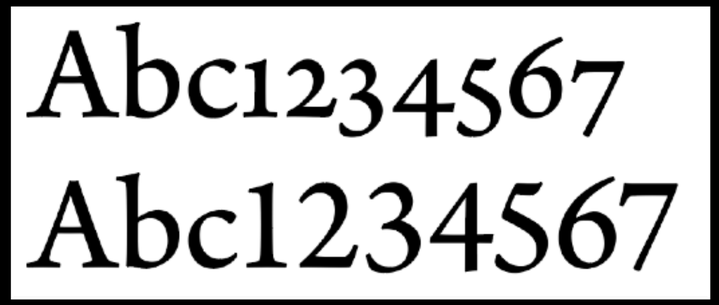
Attention to detail

- Kerning
- Ligatures
- Figure styles



Content Flow

- text frames should be threaded
  - do not randomly place text boxes *apart from master page items*
- text should flow in one ‘story’ except for the prelim pages
- images and other content should be anchored
- text cannot be displayed outside text frames but outdenting can be achieved