

Attention to detail

- Text alignment
- Hyphenation
- leading
- Letter spacing (tracking)
- 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