



Proof-reader (name): \_\_\_\_\_

I am proof-reading for \_\_\_\_\_

- |   |   |
|---|---|
| <input type="checkbox"/> Are there any orphans, or widows?  | <input type="checkbox"/> Any typos?   |
| <input type="checkbox"/> Are the margins wide enough?   | <input type="checkbox"/> Any bad breaks (words or phrases which are broken in unfortunate places in titles or pull-quotes)? |
| <input type="checkbox"/> Margins around the images wide enough?   | <input type="checkbox"/> Incorrect spellings?   |
| <input type="checkbox"/> Are the thumbnail margins uniform on each side (unless intentionally different by design)? | <input type="checkbox"/> Do the text blocks' line up?   |
| <input type="checkbox"/> Is there more than one hyphen per paragraph?   | <input type="checkbox"/> Do the columns all match up on the same baselines?   |
| <input type="checkbox"/> Does the text makes sense?   | <input type="checkbox"/> Are there automatic page numbers from the master pages?  |
| <input type="checkbox"/> Paragraphs in correct form? And uniform?   |   |

Being detail-oriented is extremely important as a designer, especially if you're dealing with print work. If you make a mistake on a website, it is usually not a catastrophe since things can be corrected in real-time. But once something goes to print, mistakes are costly and usually one can't be corrected (other than reprinting).

Imagine getting the company phone number wrong in a billboard or a nationwide print ad, that kind of mistake can cost the company a considerably amount of money and will likely cost you the job. If you're a freelancer these kinds of mistake can lead to lawsuits. Measure twice, cut once. When working on your projects be sure you are performing a spell check, have someone else proof read your work, and check for any potential mistakes before sending off your final files.