

Things to check in your file:

General:

- Establish a hierarchy 1, 2, 3
- Create and use grids & style sheets
- Use em, en dashes correctly
- Use proper small caps, fractions, ligatures

All Body Text:

- First line of the first paragraph align left
- Use an Em indent for your paragraphs, outdents OR use space after to add space between paragraphs
- Use oldstyle numerals for body text, lining numerals for tabulated data or all cap text
- Create a comfortable line length and comfortable leading
- Balance ragged lines for non justified text
- Fix widows & orphans
- Fix or adjust hyphenation if needed
- Fix or adjust typographer's quotes, fractions, superscripts if needed
- Hang punctuation where needed

Justified Body Text — do all the above and then:

- Use “Story” to push punctuation to the outside of a justified paragraph
- Use Paragraph Composer and Single-Line Composer (letter/word spacing, rivers, widows, orphans)
- Fix or adjust hyphenation if needed

Headlines, Subheads, Drop Caps, Short passages of text:

- Track, Kern, letter space, word space all headlines, subheads, drop caps
- When appropriate make your headlines visually expressive