



What goes on the Opening Spread?

Image/Photography/Illustration (is it on the right or the left of does it go across?)

Article Title (how is it treated? how does it strengthen the concept? Interact with the image)

Subtitle

Byline (Author of the Article)

Image Credit

Caption (optional)

2 - 3 Sentences (intro text: optional)

Start of the article (optional)

Page Number (odd number is always on the right)*

Running Head (Name of the magazine, article and date)*





