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## 6 Column basic design requirements

All designs must have at least 12 images.

|              | Element  | Possible Pnts | Earned |
|--------------|--|---------------|--------|
| 1            | Dominant element placed. 2 to 3 times larger than others.              | 5             |        |
| 2            | Column pica distance is maintained throughout.                         | 5             |        |
| 3            | Eyeline  | 5             |        |
| 4            | Headline ( <i>written out</i> )  | 5             |        |
| 5            | Secondary-headline ( <i>written out</i> )( <i>wicket, hamer etc.</i> ) | 5             |        |
| 6            | Feature Story  | 5             |        |
| 7            | Content module   | 5             |        |
| 8            | Text (placed) (1 drop Cap)   | 5             |        |
| 9            | pica distance and bleed  | 6             |        |
| 10           | clean design / no awkward spacing / gaps                               | 5             |        |
| 11           | By line  | 4             |        |
| <b>Score</b> |  | 55            |        |

Comments