

MWSA Visual Checklist

EXTERIOR CONSIDERATIONS

- _____ Cover art is attractive and draws the eye
- _____ Cover art relates to the genre and storyline
- _____ Size and placement of title and author name make them easy to read
- _____ Back cover blurb, endorsements, and/or bio are legible and interesting
- _____ Spine information is complete and is the same theme as the cover

INTERIOR CONSIDERATIONS

- _____ Outside margins allow space to hold the book without covering up words with your thumbs
- _____ Inside margins allow you to read words in the gutter without prying the book further open
- _____ Font is serif and large enough to read with ease
- _____ Space between lines is sufficient that the book lines don't appear crowded
- _____ Page numbers appear in the middle or on the outside margin of each page.
- _____ Odd numbered pages are always on the right side
- _____ Blank pages do not have page numbers on them
- _____ Chapter numbers/titles are placed consistently, and there are no headers on that page
- _____ First paragraph in each chapter is flush left (not indented)
- _____ Subsequent paragraphs are indented with no space between paragraphs for fiction books.
- _____ Nonfiction can be formatted like fiction OR no indents, and with a space between paragraphs
- _____ Length of chapters are approximately the same or intentionally otherwise.
- _____ Current trend in fiction is toward shorter chapters.
- _____ Table of Contents must be included for nonfiction but is not mandatory for fiction
- _____ Paragraphs are blocked (not ragged on the right side) AND without large gaps between words