

INFORMATION LAYERING STRATEGY



Name _____ Page numbers _____

• **Focus of spread** (25 words or less) _____

Questions that immediately come to mind about this spread

• **Why should the reader care?** _____
• _____?
• _____?
• _____?

Primary story focus

Potential sources

Maestro:

Reporter:

Designer:

I.D. Staff:

Photographer:

Main headline ideas

(make the verbal-visual connection)

Deadlines



Alternative story structures

- | | |
|--|---|
| <input type="checkbox"/> Sidebar | <input type="checkbox"/> Step-by-step guide |
| <input type="checkbox"/> Timeline/chronology | <input type="checkbox"/> Quiz |
| <input type="checkbox"/> Profile box | <input type="checkbox"/> Harper's index |
| <input type="checkbox"/> Fact box/factoid | <input type="checkbox"/> Glossary |
| <input type="checkbox"/> Chart | <input type="checkbox"/> Check list |
| <input type="checkbox"/> Map/diagram | <input type="checkbox"/> Quote collection |
| <input type="checkbox"/> List | |

• Focus of alternative copy choice: _____

Additional points of entry

- Mugshots: _____
- Kicker: _____
- Logo/icon: _____
- Pull quote: _____
- Other: _____
- Other: _____
- Other: _____

Layering Strategy

Don't think about design until you have something to say.

**Design and layout ideas for the spread should be sketched out
and attached to this form.**

Deadlines: _____