

Checklist for Online Story Design

Headline (main headline required for each story)

- _____ The main headline size appropriately fits the story content and space.
- _____ The use of a deck or secondary headline is appropriate.

Photos (required - at least 1 per story)

- _____ A main photo dominates the page.
- _____ All included photos add visual interest.
- _____ All photos are captioned and credited.
- _____ Multiple photos are either spread throughout the story or in a slideshow as appropriate.

Hyperlinks (required - at least 2 per story)

- _____ Hyperlinks help provide context for the reader.
- _____ Hyperlinks link to material on our site and beyond.
- _____ Hyperlinks are helpful, not overdone.

Related Stories (required for any story that has related stories on our site)

- _____ Related stories are helpful, not overdone.

Videos (required on appropriate review pages)

- _____ If short video clips or b-roll are included, they enhance a story.
- _____ Longer videos are used to tell a story, not just accompany a story.
- _____ Video clips of movies and trailers are used on review pages.

Audio

- _____ If short audio clips are included, they enhance a story.

Polls

- _____ If a poll is included, it relates to the story's contents.
- _____ If a poll is included, it is interesting and not mundane or overdone.

Infographics

- _____ If an infographic is included, it makes sense.
- _____ If a clickable infographic is included, it works.
- _____ If an infographic is included, it adds to the story; it does not replace the story.
- _____ If an infographic is included, it is cited and credited.

Pulled Quotes

- _____ If a pulled quote is used, it uses a mug shot when appropriate.
- _____ If a pulled quote is used, it is credited.
- _____ If a pulled quote is used, it draws the reader in to the most interesting part of the story.

Story Page Templage

- _____ The template is appropriate for the story's length, content, and additional elements.
- _____ The template's extra features (side rail, immersive image, side bar, etc) are use appropriately.

The Additional Design Elements...

- _____ Take advantage of the Web?
- _____ Please the eye by avoiding:
 - awkward gaps?
 - skinny bits of text?
 - dangling elements?
 - bumping elements?
- _____ Encourage the reader to keep scrolling and reading?
- _____ Facilitate the reader's understanding?