



## Proofing Checklist – General Items with Text & Photos

*Ideally – run through this list even if you’re pulling information from, or repeating, an already published piece!*

- Read the text out loud
- Text processed by ProWritingAid/Word spellcheck
- Check person and organization name spelling and formatting against GAIL
- Check degree information against GAIL
- Check degree information formatting against Elmore’s Fantastic Degree Formatting Reference Sheet
- Call phone numbers to test them
- Test QR codes
- Check against AP style
- Check that day of the weeks are correct with their date (i.e. Friday, October 22, 2020 is incorrect).
- Confirm the copyright situation of all photos
- Check for the presence of alcohol in photos
- Check for the presence of diversity in photos across a piece. If it isn’t present, reconsider what photos are used.
- Check photos and copy for sensitivity, appropriateness. This step is vague, but if you suspect there is a subject matter that needs sensitivity review ensure it goes through some internal reviews for that.
- [Optional, but recommended] Send document to CommSquad for one extra proofer.
- [Optional, but recommended] Send to Joe Diorio for proofing.



## Proofing Checklist – Email

- Click all links
    - Check that info referenced on the original page and the linked page line up
    - *Example: Event date and time on the webpage matches the event date and time listed on the GAIL registration page.*
  - Confirm that footer links and information is accurate and up to date
  - Proof subject line
  - Proof “From” name for errors and relevance
  - Proof “Reply” name for errors and relevance
  - Proof on mobile: both Portrait and Landscape
  - Proof a test email on mobile and desktop
  - Proof for dark mode on mobile and desktop
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## Proofing Checklist – Web Page

- Check image file sizes to ensure they're properly small
  - Check that alt text is present (for accessibility)
  - Check webpage URL for typos
  - Proof on desktop: test at different window sizes
  - Proof on mobile: both Portrait and Landscape
  - Ensure we have the rights to use all photos / creative on the page
  - Click all links
    - Check that info referenced on the original page and the linked page line up
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## Proofing Checklist – Digital Graphics

- Ensure color space is RGB
  - Check that the red is the correct hex code for our red (#BA0C2F)
  - Check that any lines/graphics are properly aligned – check with the designer if you’re unsure if something is an error or a choice
  - Check piece against required specifications for the medium it will be used in
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## Proofing Checklist – Print Pieces

- Ensure color space is CMYK (designer will know)
  - Check that red is our CMYK build of red (3 100 70 12)
  - Check if the document needs, has bleed
  - Ensure all images are 300 dpi
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## Proofing Checklist – Video

- Proof any information written on-screen (lower thirds, any other on-screen text)
- Check shot transitions

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