YEARBOOK DESIGN

Section 1

CONTENT

- Drives the Design Process
 - Important Editing Function
- Designer employs several strategies to enhance the readability
 - If successful, reader focuses on content not the design

DESIGNER STRATEGIES

DOMINANCE

- Achieved by making content element significantly larger (or smaller) so that it calls attention to itself and becomes the focal point.
- Photograph or collection of photos
 - Should be important enough to justify the star treatment.



CREATING DOMINANCE IN THE DESIGN ELEMENTS

EYEFLOW

- The goal is to keep the reader moving from element to element.
 - A dominant photo can be placed so its content guides the reader toward the center of the design and perhaps into the headline.
 - Elements should direct the reader toward the center rather than off the page.
 - Elements leading off the page encourage the reader to turn the page, possibly missing content.



CREATING EYEFLOW

CONTRAST

- Sparks visual interest
- In Monotonous Designs the content elements are:
 - The same size
 - The same format
 - The same shape
 - The same weight
 - The same color
- Variety is the key to keeping the presentation lively.

TECHNIQUES CREATING CONTRAST

- Size
 - Big
 - Small
- Format
 - Horizontal
 - Vertical
- Weight
 - Heavy
 - Light

- Shape
 - Modular
 - Circular
 - Cut-Out
- Color
 - Black
 - Spot Color
 - Process Color



CONTRASTING ELEMENTS

HIERARCHY

- Creates order and indicates importance through size and placement
- A large headline and a smaller secondary headline placed above a story create a range of three different type sizes.
- This range or order is a Hierarchy

Stepping Up to a new level of learning





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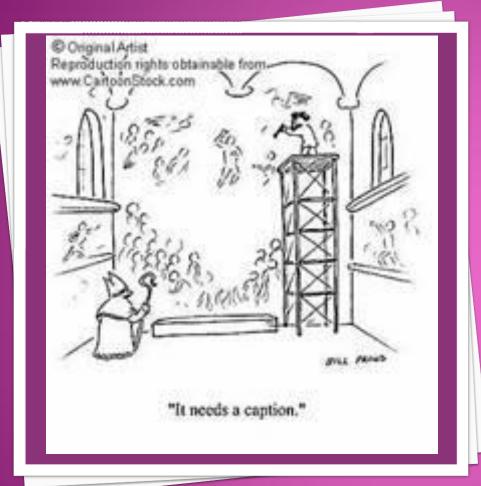












CAPTIONS

text describing who is in the photos and what is happening should be placed adjacent to photos.

HEADLINE

- Largest type on the spread
- If Well Written
 - Pulls in the reader
 - Sparks interest in the content
- Primary Headline
- Secondary Headline



ILLUSTRATIONS

- Should always contribute to the story
- Not just fill space or decorate the page.



DISPLAYING VERBAL & VISUAL ELEMENTS

- Presents a more complete story.
 - WORDS AND PHOTOS WORK TOGETHER AS A TEAM.
 - PHOTOGRAPHS SHOW WHILE CAPTIONS TELL.
 - HEADLINES GRAB WHILE STORIES EXPLAIN.
 - ILLUSTRATIONS COMMUNICATE, NOT DECORATE.

WORKING TOGETHER

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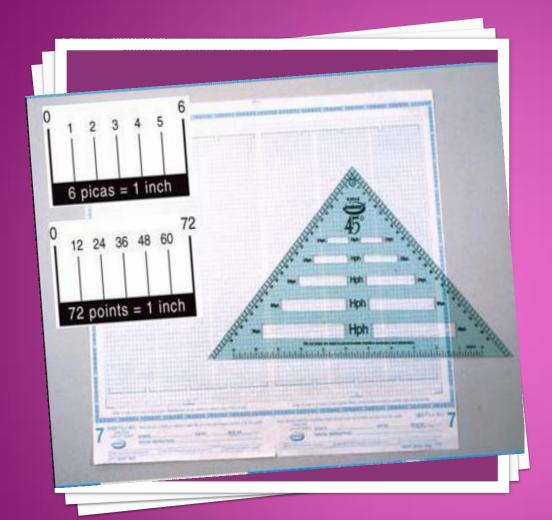
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MARGINS & GUIDELINES

- Promotes consistency and organization.
 - MARGINS ESTABLISH BOUNDARIES FOR THE CONTENT.
 - THE GUTTER RUNS DOWN THE CENTER OF THE SPREAD.
 - COLUMNS AND GRIDS PROVIDE ALIGNMENT AND ORGANIZATION.
 - PICAS ARE THE UNITS OF MEASURE PREFERRED
 IN GRAPHIC DESIGN. 6 Picas = 1 inch
 - POINTS OFFER MORE PRECISION. 1 pt = 1/72 of an inch



PICA / POINTS

Pica = 6 per Inch Point = 1/72 inch

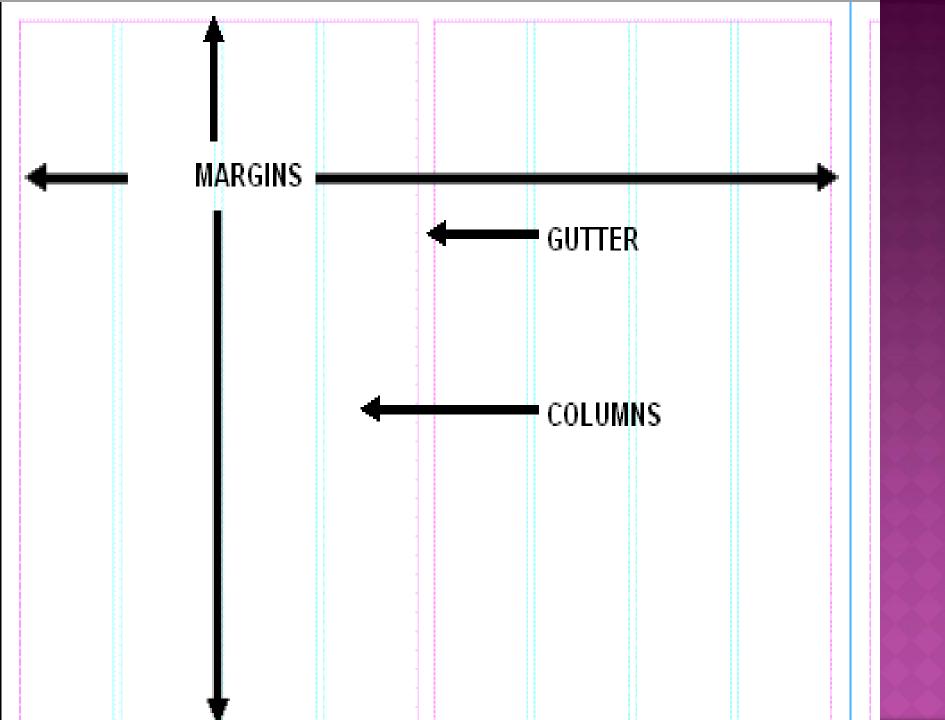
MARGINS

• Functions like a picture frame, margin provide a border of white space along the top, bottom, left and right edges of the spread.

Bleed

 Elements placed for emphasis past the margins and extend to the edge of the page.





GUTTER

- Area in the center of the spread, where the yearbook is bound with thread and glue
- Typographic elements should be kept out of the gutter.
- Photographs may cross the gutter if care is taken to avoid trapping faces or critical content in the gutter.

Provide Alignment and Organization

Column Guides

- Divide the page vertically.
- All content elements fall within the columns without stopping in the middle of a column

Grids

 Divide the page horizontally giving horizontal guides.

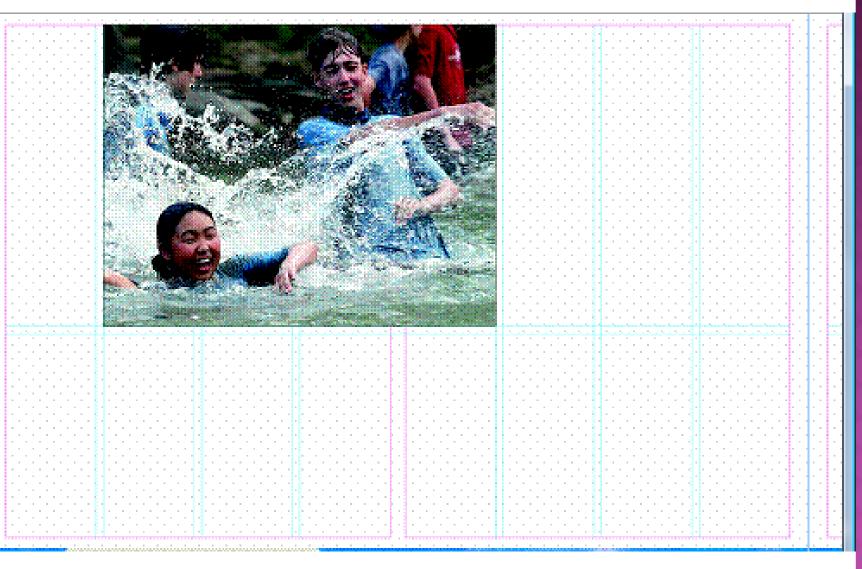
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Section 2

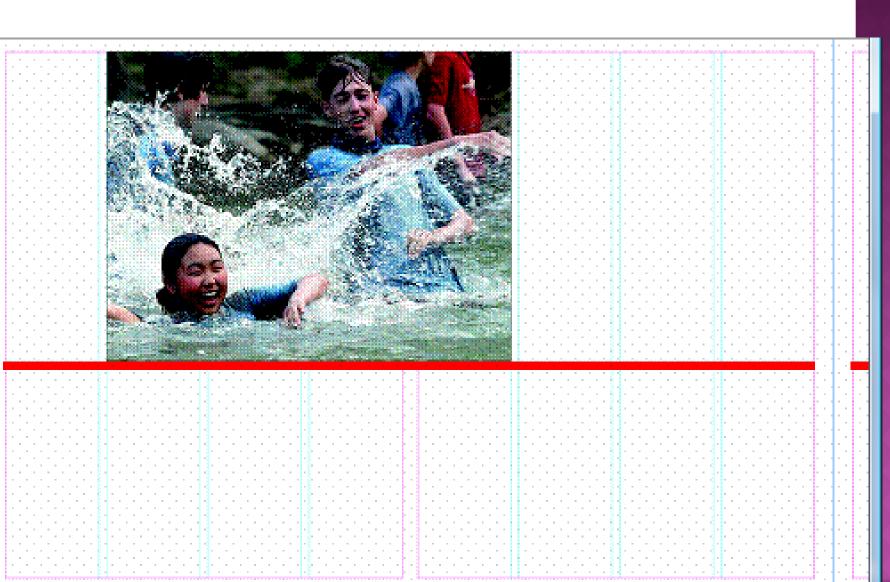
DOMINANT ELEMENT

- Should be Placed on the Spread First
 - Reader Entry Point & Directs Eyeflow
 - Drives the placement of an Eyeline
- Secondary elements are grouped around the Dominant Element

STEP ONE



CREATING AN EYELINE



CREATING A FLOW



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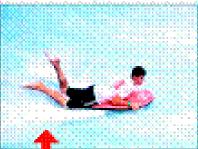
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PLANNED WHITE SPACE

- Adds Unity, Movement and Emphasis to a Design.
- Very Powerful
 - Organizes the design
 - Effective for isolating or framing content
- Unplanned weakens the design

PLANNED WHITE SPACE

- Margins define a frame of space around the spread.
 - The consistent use of vertical columns and horizontal grids guarantees consistent spacing (generally one pica) between content elements if they start and stop on the guidelines.
 - With this organized approach, an area white space would be kept to the outside corners of the spread rather than sandwiched between elements.

WHITE SPACE TECHNIQUES

- Effective for Isolating or framing content
 - Rails
 - created when a vertical column or a horizontal grid is left empty or mostly empty.
 - Bridges
 - Result when a content element is placed in a rail and literally acts like a bridge, connecting content elements separated by a rail.

RAILS & BRIDGES

Bridge

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TEMPLATES

- Plan everyone can follow for consistent designs.
 - Electronic Prototype of the design
 - Promotes consistent story and caption sizes.
 - Establish consistent use of graphics.

TEMPLATE DESIGN ELEMENTS

Dominant Elements

 Might be vertical or horizontal and placed on the top or bottom, left or right of the spread.

Headline/Story

 Presentations often move to different locations on different spreads.

Content Modules

 Such as Quote boxes and scoreboards may be rigid in their design, but not in their placement.

Rails

 Might be used in the same way on each spread, but their location moves with the other content elements.

STORY & CAPTION SIZES

- While the length and location of headlines, stories and captions should remain flexible, templates help maintain the specifications of Typographic elements.
- Stories and captions are generally displayed in a consistent font and point size in each section of the yearbook; however the column width of the stories and captions could change from section to section.

UNIFYING ELEMENTS

- Consistent Typography
 - Limited number of fonts and point sizes
- Repetition of Graphics
 - Such as lines, shapes, tints or colors
- A Headline visually and verbally unifies the spread