

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

Xpress Yourself

My main mode of staying sane on these weeks, but I love it! I thought I'd share it with you guys. It's called 'Xpress Yourself' and it's a weekly feature where we get to see what our readers have to say about the school. It's a great way to get your voice heard and it's a great way to see what our readers think about the school. It's a great way to get your voice heard and it's a great way to see what our readers think about the school.




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Building a New Tradition: the new homecoming Coronation

Just before the coronation ceremony takes place for a glowing ball at 12:30 p.m. on 10/10/11, a coronation ceremony will take place. It's a great way to get your voice heard and it's a great way to see what our readers think about the school.

So with a year-long run of the coronation, and before the coronation, the coronation ceremony will take place. It's a great way to get your voice heard and it's a great way to see what our readers think about the school.

Coronation is a 'family tradition' in that for those who are in the coronation, it's a family tradition. It's a great way to get your voice heard and it's a great way to see what our readers think about the school.

It was a wonderful event, and it was a great way to see what our readers think about the school. It's a great way to get your voice heard and it's a great way to see what our readers think about the school.



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the stars of the show



the stars of the show

28 Student Life Story By: Natalie Shaw, Hannah Russell, and Megan Lindsay Designer: Hannah Russell Coronation 29

1 2 3 Design 1
• DOMINANCE: The large photo series is a powerful focal point for the design.

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



Example Item
 The student is able to use the ruler to measure the length of the object.



The goal was to make the world be through the school. Students had been making progress in opportunity for students to be able to use the ruler to measure the length of the object from Mr. Ryan to the classroom. Students had been making progress in opportunity for students to be able to use the ruler to measure the length of the object from Mr. Ryan to the classroom. Students had been making progress in opportunity for students to be able to use the ruler to measure the length of the object from Mr. Ryan to the classroom.

People & Academics



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 stones

Up to a new level of learning

Getting started with a new course is easier than you think. Find out how to get the most out of your learning experience.



Getting started with a new course is easier than you think. Find out how to get the most out of your learning experience.



Getting started with a new course is easier than you think. Find out how to get the most out of your learning experience.



Careers just around the corner

Getting started with a new course is easier than you think. Find out how to get the most out of your learning experience.



As a student with special needs, you may find it difficult to keep up with the pace of a traditional classroom. However, there are many ways to ensure you get the most out of your learning experience. One of the best ways is to use assistive technology. This can include things like text-to-speech software, which can read text aloud for you, or screen readers, which can help you navigate websites. Another way is to use a calculator or a spell checker. These tools can help you focus on the content of the course rather than getting bogged down by technical details. It's also important to talk to your instructor about your needs. They can provide you with additional resources and support. Finally, don't be afraid to ask for help. Your instructor and classmates are there to support you. With the right tools and support, you can succeed in your course.



Using a camera to capture images is a great way to learn about photography.



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HIERARCHY

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"It needs a caption."

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

Reality TV

Turned-in or turned-off?

The Real World, Survivor, The Contender, Baywatch, and other reality TV shows had people lined up in every week. But some people were really turned off in this invasion of privacy. Like it or not, reality television was what was on TV.

Brian Peters' favorite reality show was The Real World. "It teaches you responsibility because it teaches you to get your assignments on time," he said. He also thought it would teach him more about life. "It's an awesome show," he said.

Brendan Brown loved Four Starz. "It was very challenging," he said. He

loved the dating challenges, the contestants lined up and hoped she would be on the show in the future.

On the other hand, Steve Williams didn't like reality shows. He thought it was a waste. "It's not real," he said. "I don't think it's worth the time." He thought it was a waste of time.

Students who loved reality TV were turned to reality shows to watch their favorite. But what about the students who didn't like reality television? Their answers to the question were not so simple. "Get out!"

By Elizabeth Davis

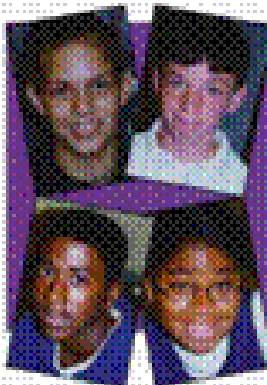
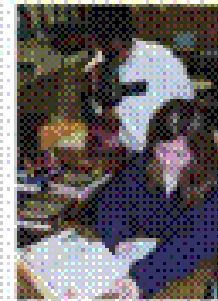


Personal Insight

Getting the daily reality of a show, that's what reality is. It's not just a show, it's a way of life.

Good Cop/Bad Cop

The most common question about reality shows is whether they are really as good as they seem. The answer is yes.



Matthew Patton
"I think Survivor is a great show because it has a lot of interesting things, and it is very exciting."

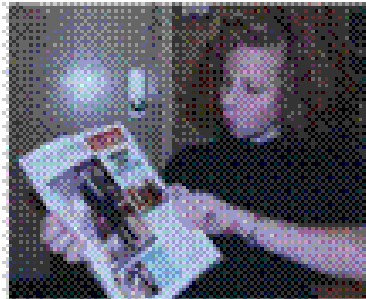
Jack Foley
"I like Four Starz. I love the challenges they do."

Amberly Robinson
"On the show, you learn a lot about life."

Brittany Johnson
"I really like it because it's so interesting and it's so fun to watch."

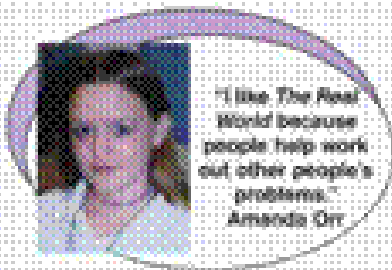
What's the Deal?

Reality shows are not just about watching, they are about living. It's a chance to see what life is like on the other side of the camera.



William Brown
"I like the show because it's so interesting and it's so fun to watch."

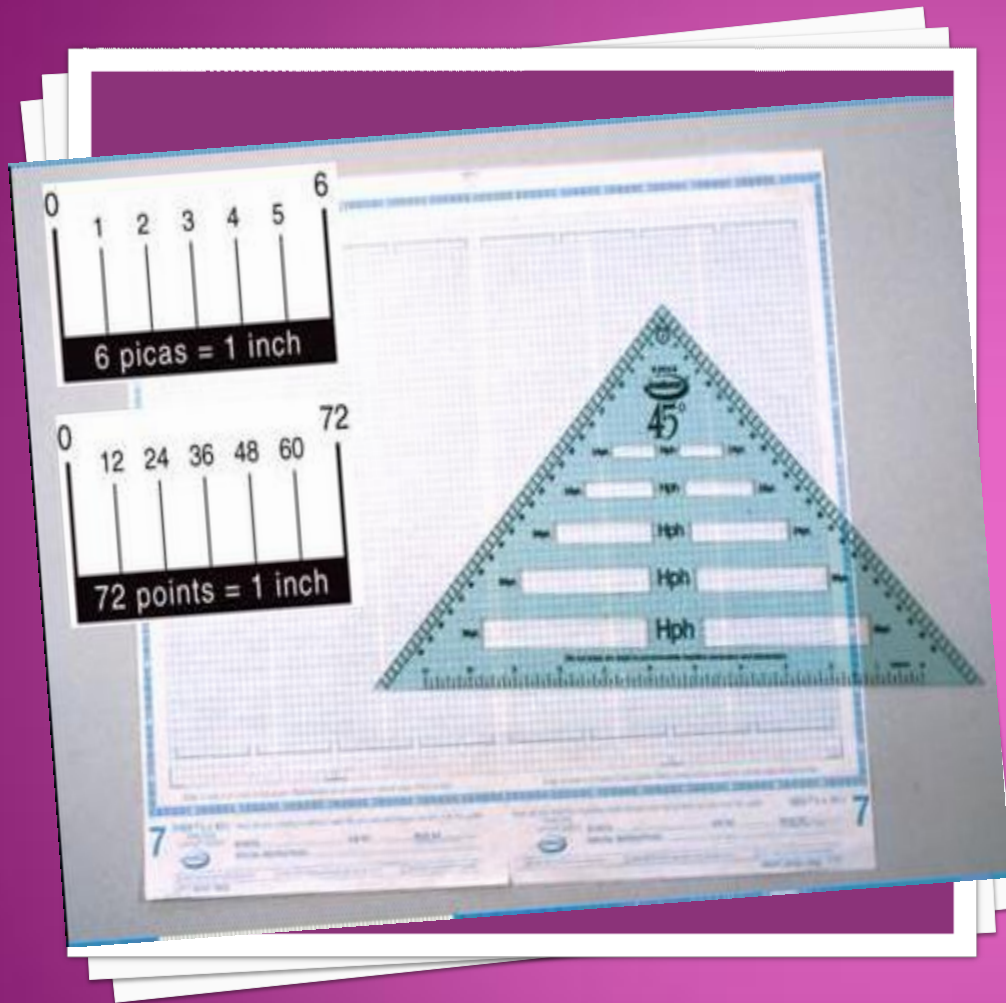
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"I like The Real World because people help work out other people's problems."
Amanda Orr

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



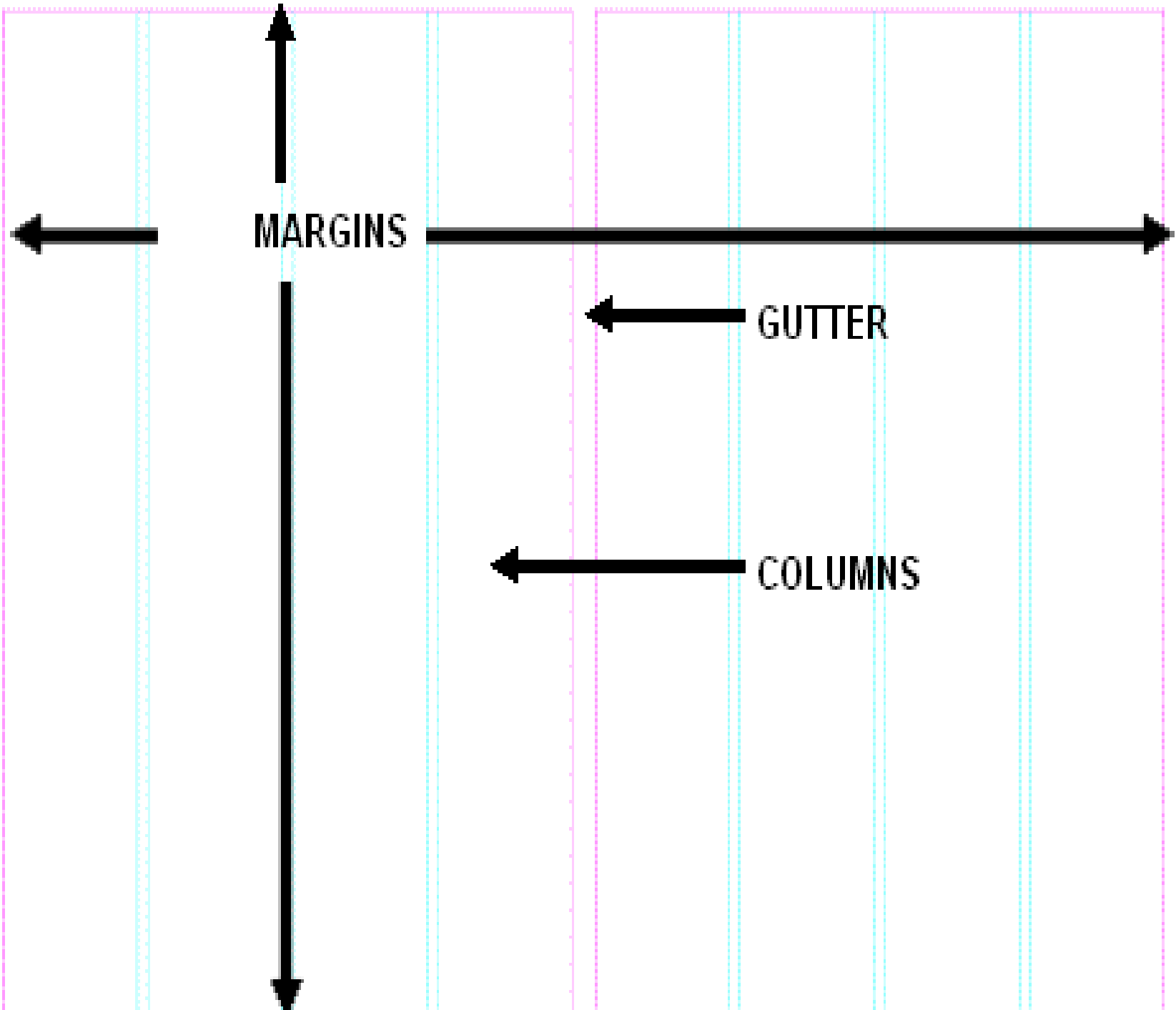
PICA / POINTS

Pica = 6 per Inch
Point = 1/72 inch

MARGINS

- Functions like a picture frame, margins 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.





MARGINS

GUTTER

COLUMNS

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.

DESIGN

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



ADDITIONAL ELEMENTS PLACED



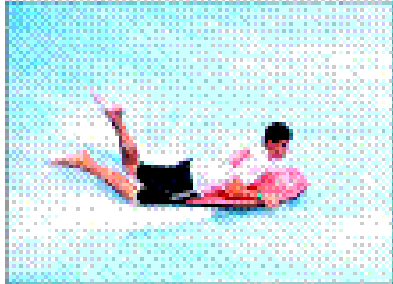
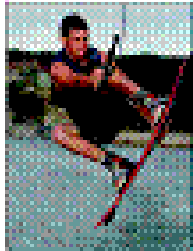
SUMMER SUNSATATIONS

The choices of summer activities
 With the school year over, it's time to **WORK** or **PLAY**, **BEACH** or **BIKE**.

After 200 days of homework, tests and study halls, students wanted something more fun and relaxing. They had just finished school and were looking for a way to relax and enjoy the summer months.

They wanted to do something that was fun and relaxing. They wanted to do something that was different from school. They wanted to do something that was fun and relaxing.

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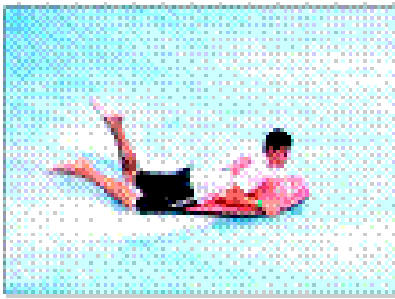
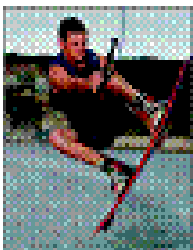
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FINAL RESULTS



THE BEACH
 On a typical day, a group of friends goes to the beach, where they'll spend the day sunbathing, playing beach volleyball, and swimming. But this summer, the group is a bit different. They're competing in a summer festival of sports, and they're trying to outdo each other in a variety of ways.

THE BEACH
 The group is competing in a variety of sports, and they're trying to outdo each other in a variety of ways. They're competing in a summer festival of sports, and they're trying to outdo each other in a variety of ways.



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SUMMER SUNSATATIONS

The coolest, hottest, and most fun ways to spend your summer days. **WORK** • **PLAY** • **BEACH** • **BIKINI**

After 100 days of summer fun, it's time to wrap up the season. But before we do, let's take a look at some of the most fun and exciting ways to spend your summer days. From beach volleyball to surfing, there's something for everyone. So grab your surfboard and head to the beach. It's time to have some fun!

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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

The first day of school is a mix of nerves and excitement for many people. For some, it's a chance to start a new chapter in their lives. For others, it's a chance to start a new chapter in their lives. For some, it's a chance to start a new chapter in their lives. For others, it's a chance to start a new chapter in their lives.

This, like other projects, is a mix of nerves and excitement. For some, it's a chance to start a new chapter in their lives. For others, it's a chance to start a new chapter in their lives. For some, it's a chance to start a new chapter in their lives. For others, it's a chance to start a new chapter in their lives.

A Whole New World

Beginning school can be a task for some students, a routine for others and an adventure for the rest.

While it's not a task for some students, it's a routine for others and an adventure for the rest. For some, it's a chance to start a new chapter in their lives. For others, it's a chance to start a new chapter in their lives.

"I didn't really expect school to be so hard, but I was really nervous about it," says Mike, a freshman.

The Watermelon Supper was a chance to become accustomed to the new school. It was a chance to get ready for another year of school.

"Going to the Watermelon Supper was a chance to get ready for another year of school. It was a chance to get ready for another year of school. It was a chance to get ready for another year of school.

No matter what your situation, school begins a good year and a new chapter in your life.

—Katie Fennick



Head Coach Mike Smith, Coach Peter, Coach Steve, and Coach Clark prepare for the new school year.



Coach Steve and Coach Clark prepare for the new school year.



Coach Steve and Coach Clark prepare for the new school year.



get it started right

24% of students were ready to begin another school year

78 out of 100 high schoolers attended the Watermelon Supper

18% of students were tardy on the first day of school



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Rail

HORIZONTAL & VERTICAL RAILS

SCHOLASTIC TEAMS SUCCEED AT STATE COMPETITION

Scholastic Team wins 5th State
by second consecutive year
Science Olympiad takes first at
highways, second at state.
High-Q achieves top rank.
Robot team wins at state.

By Andrew Brown



Science Olympiad team from North Carolina is seen here competing at the state level. The team from North Carolina won the state title.

Winning teams from across the state gathered in Raleigh for the annual Scholastic Science Olympiad competition. The event, which is held annually in Raleigh, North Carolina, is one of the largest and most competitive science Olympiads in the world.

The Scholastic Science Olympiad is a multi-disciplinary competition that challenges students to apply their knowledge of science, technology, engineering, and mathematics. The competition is held annually in Raleigh, North Carolina, and is one of the most prestigious science Olympiads in the world.

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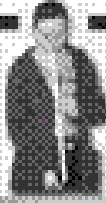
Science Olympiad team from North Carolina is seen here competing at the state level. The team from North Carolina won the state title.



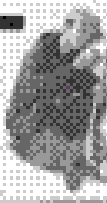
Science Olympiad team from North Carolina is seen here competing at the state level. The team from North Carolina won the state title.

CLUBS
SPIN
OUT

Members of the Scholastic Science Olympiad team from North Carolina are seen here competing at the state level. The team from North Carolina won the state title.



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Science Olympiad State Medalists

1st Place - North Carolina	2nd Place - Virginia
3rd Place - South Carolina	4th Place - Georgia
5th Place - Florida	6th Place - Texas
7th Place - California	8th Place - Illinois
9th Place - Michigan	10th Place - Pennsylvania
11th Place - Ohio	12th Place - Indiana
13th Place - Kentucky	14th Place - Missouri
15th Place - Arkansas	16th Place - Louisiana
17th Place - Mississippi	18th Place - Alabama
19th Place - West Virginia	20th Place - Delaware
21st Place - Maryland	22nd Place - New York
23rd Place - New Jersey	24th Place - Connecticut
25th Place - Rhode Island	26th Place - Massachusetts
27th Place - Vermont	28th Place - New Hampshire
29th Place - Maine	30th Place - Hawaii

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