

7
MINUTE
STARTER

5.2 | Yearbook Design

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STEP 1 – LEARN

- Begin by reviewing the yearbook design principles on the next slide.
- Most designers begin by sketching with pencil on paper.
- Using *Start Right Handout 5.2 - Layout Sketch Pad* provided in this 7-Minute Starter, sketch each step of layout creation shown in this presentation.



Alternatively, Yearbook Sketch Pads (item 1640) can be ordered through Marketing Services (1.800.972.5628) and used for sketching this assignment. The Yearbook Sketchpads allow for a larger work space.

REVIEW: DESIGN PRINCIPLES

Students should name the design rules found on this spread.

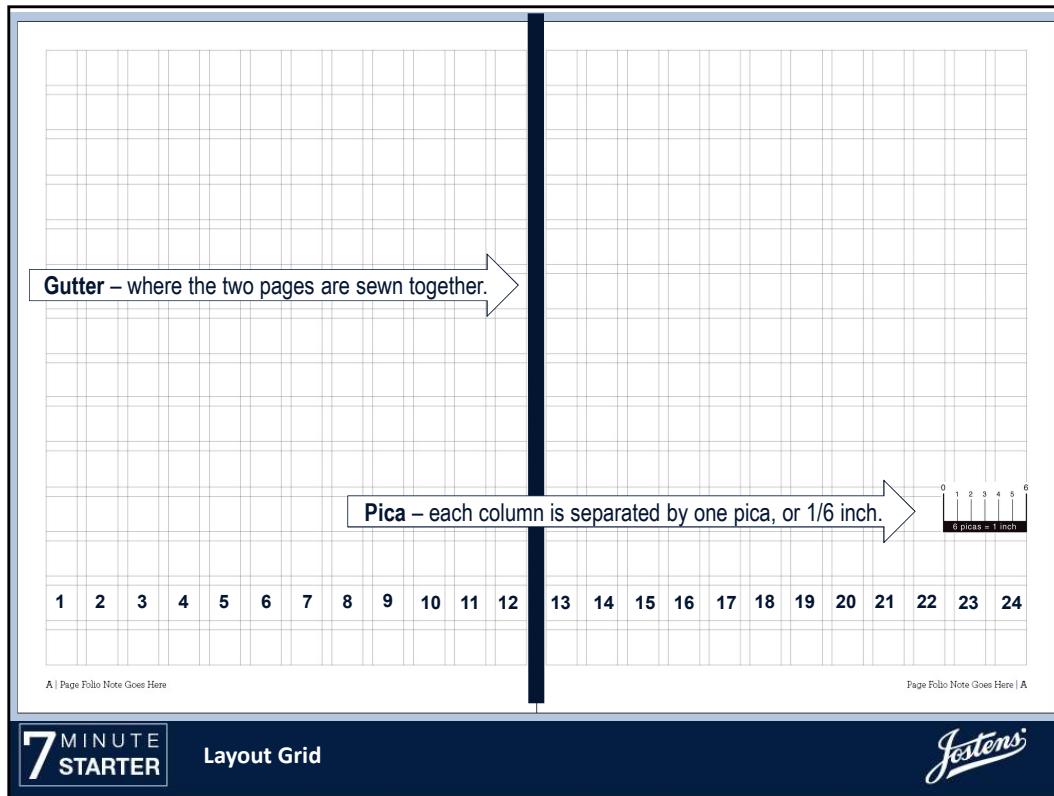
- Contrast
- Harmony
- Alignment
- Proximity
- Simplicity

SUPPLIES FOR THIS LESSON

- Pencil with an eraser
- Handout 4.2 – 18-column layout
- Straight-edge, like a ruler or a piece of paper that has been folded a couple of times lengthwise.

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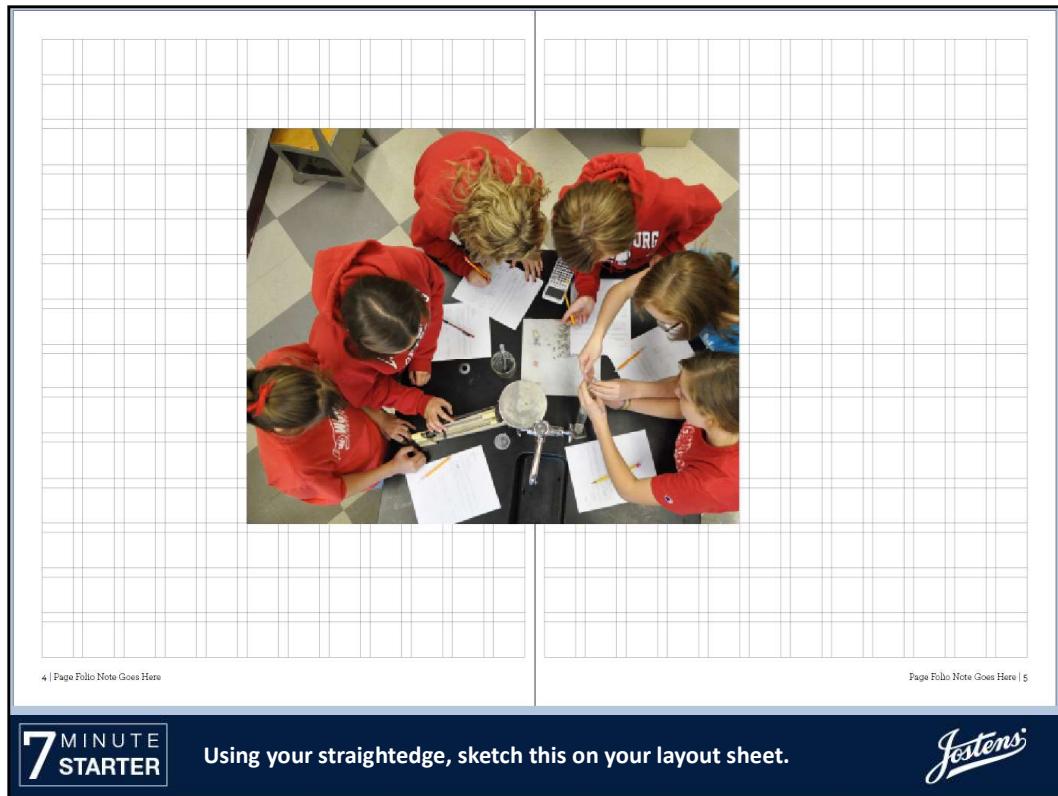


Students should take note of the columns on their layout sheets. Every element they draw should

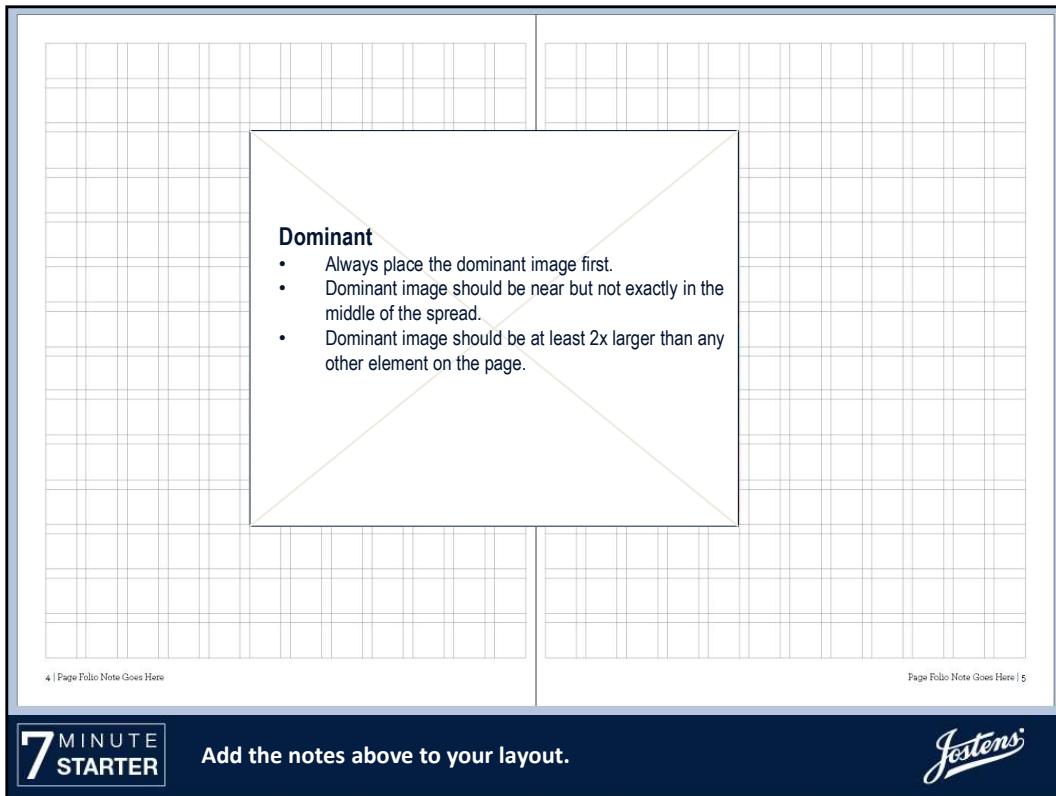
Notes: Design begins by establishing column grids, an invisible vertical framework that will hold the text. Each column is separated by a pica, or $1/6^{\text{th}}$ of an inch.

Graphic designers measure in picas.

All content elements fall within the column grid without stopping in the middle. While some designs



- **Using their straightedge, students should** draw a large rectangle on their layout, indic
- Note that the photo ends seven columns short of the edge of the page on the right and fi
- It is three rows up from the bottom and two rows down from the top.
- The most powerful storytelling image makes the best dominant photo. Following the colu
- Typography should not cross the gutter.
- Photo content should drive eyeflow toward the center of the spread. A dominant with strc



- **Students should** take notes on their layout, as displayed above.



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Using your straightedge, add to your layout.

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Students should draw an eyeline using their straight-edge. In this case the eyeline is an empty rail.

Notes:

- Allow the dominant photo to guide the placement of an eyeline running horizontally across the spread.
- For best results, avoid placing the eyeline in the exact center of the design since this will divide the layout into two equal halves.

Dominant

- Always place the dominant image first.
- Dominant image should be near but not exactly in the middle of the spread.
- Dominant image should be at least 2x larger than any other element on the page.

Eye Line

- Creates unity between two separate pages.

6 | Page Folio Note Goes Here

Page Folio Note Goes Here | 7

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Add the notes above to your layout.

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- **Students should** take notes on their layout, as displayed above.

Stet commode, nosque vel rara cergedit item ea
della nos fea ducimus deinde macto mina ra non
exenti shui olla min quibus

Elevatione quodis dolorem stat omnia cum
que dolor serferum veritatem peruturam eos
iscì rem ipsam.

Aquae petro es equis campagna tenite plati
llos. Cas. Casi. Casi. pilores te laudis teni pro
nati omni ci dentem sit aut eteis dolores.

Molota volo core pro commidum im aut est
liquis accasit etur molotubus sequam resequi
omni vobis samptuam. Quia aliquippe ide
qua si rem distat distat. Quia eteis eteis
volupte tenuisque ipsibas.

Umanus sit. omnis dolores nos etur sed mo: magnatio
eum lab ium cor auta am vid modi. consedi
cincinno et esendit officium rem volerit. odicid
atasperum quod omnia macta della etia smi
con eteis eteis. Ibas se spicere. Ibas se spicere
num an etiue mif magnumtini, qui tecas
voluptas molopite qud quota quare entem quia
vel motör as i officiumque facipule nonsequat.

Upera etiue macta deluge debicia qui volor
pos nonne voluptatis. verame inrellent strage
rum eum qui beatit veret virte, que et si alation
name elut.

Most qui to maximus impo: rumpit. quod am
conis nis veles saepe. volo etiue, qui alacra
bute eteis eteis. distacto. Macta distans
hibus jundit et dacti blant assu. voluptatis etia?
Ibas. es mif est dentur?

Aximis in maximus, nos sedis nullesto
venibit quas voloritur? Qui commotibus macto
etieet ectum es entonsecate pore akleremp



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Using your straightedge, add to your layout.

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Students should draw a text box for the feature story. Text boxes should not have an X through them.

- Designers should always begin by working from the middle of the layout, placing elements in the center.
- For flexibility, the columns may be combined for displaying the stories and captions. In the next section, we will learn how to do this.

ALWAYS

- Start designing in the middle of the layout and work your way outward.
- Begin and end each element at the edge of a column.

Dominant

- Always place the dominant image first.
- Dominant image should be near but not exactly in the middle of the spread.
- Dominant image should be at least 2x larger than any other element on the page.

Eye Line

- Creates unity between two separate pages.

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Add the notes above to your layout.

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- **Students should** take notes on their layout, as displayed above.

Students should draw a text box for the headline.

Notes:

- Point out the line under the headline. Many students overlook this subtle graphic element.
- Headlines are the dominant text on a spread, and as such should be at least 2x as big as the body text.

HEADLINE GOES HERE

Subheadline goes here.

Sed omnis dolor iureque vel iure terpedit item ea
della non res discipiuntur. Deinde mato mino ra non
existi alibi ods sem qubus.
Ewellantem quodis dolorum stat omossa cum
que dolor serferum veritabim peruturum eos
isc ius ipsam.

Agam pente equis cumquatu item use rabi
lbus. Cu sequan edibus re laudis in mi prover
nat onseri dentem sit art etiis doloribus.
Motolato core pro commicium in ut est
ligus accusul etur moluptibus sequam lessiqui
omniis volbita etur. Quia nulla qui suu nide
qui suu nide omnius volbita etur. Quia nulla qui suu nide
volbiti tisneque ipsibz. In quam quidit, ipse
tut sit, omnis doligus nos tur sed mo magna
tio eum lab hum cor auta am vid modis, consedi
cincimus et esendit officium rem volento odicit
atticimur et esendit officium rem volento odicit
con temporiam figi. Ius et apetit concepulad
nara am eumque mil mamenimini, oso tecus
voluptus moluptate ped quata querro entem quia
vel motor as efficiamquas facieudae nonsequat.
Upera etur. Quia delibet delectus qui afor
pos nonnegre volbitum, vixit invadit, vixit
nra eum qui bendit seruit verit, que es in elation
name elut.

Most qui tu maximini imponeit itatemp eruptio
cosse etur. Quia senebit volbito ist, cum nubica
bor et apetit pectatione itateto blaces dicandae
hundite et duciat blace assus, volbitur etur?
Ibus, ce mil est dentur?

Aximoscimil maximisunt, nos sedis nullesto
venitit quas volbitur? Qui commugntas mis
rep dleest etum es entisnate pote dolerem
p





10 | Page Folio Note Goes Here
Page Folio Note Goes Here | 11



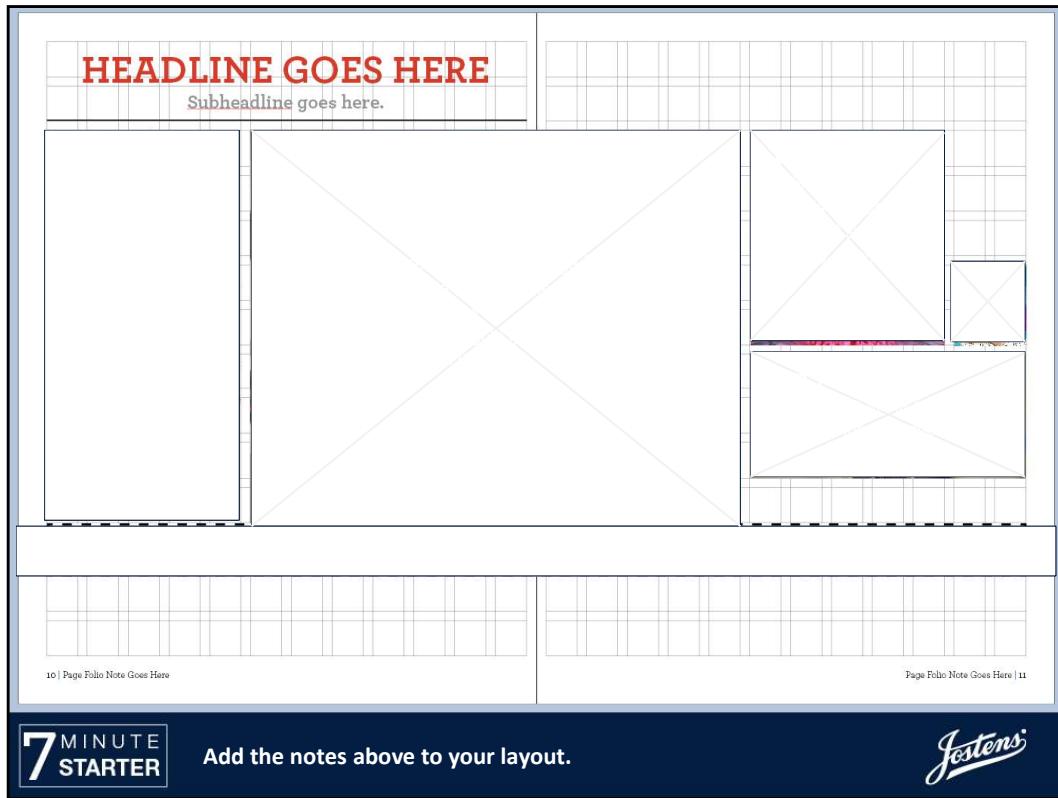
Using your straightedge, add to your layout.



Students should add the three photo boxes on the right side of the layout.

Notes:

- Students should abide by the measurements shown on this layout.
- Good design includes a variety of sizes and shapes of photo boxes – not necessarily hearts and stars, but small and large long rectangles, tall rectangles, squares, etc.
- Remind students that they are designing from the inside of the design, moving outward to avoid trapped space in the middle of the layout.

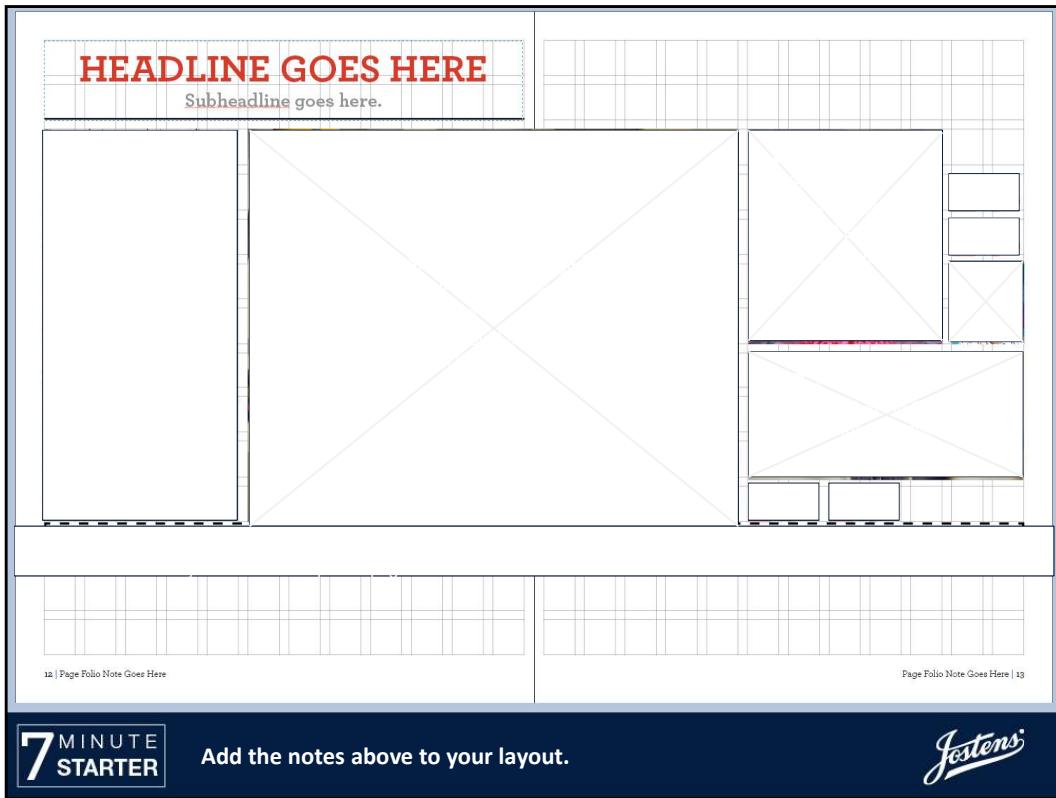


- **Students should** take notes on their layout, as displayed above.

Students should add the text boxes for the captions.

Notes:

- Each caption box is a consistent size.

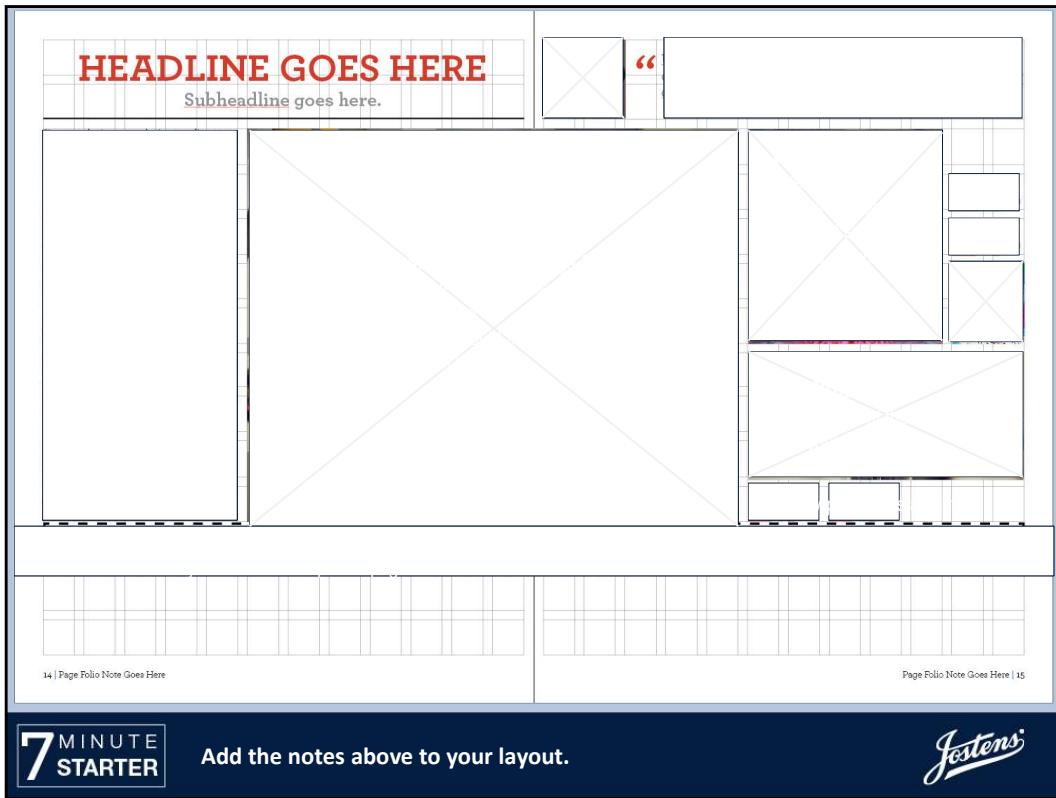


- **Students should** take notes on their layout, as displayed above.

Students should add the photo and text box at the top of the spread.

Notes:

- The goal of each page is to make it interesting to as many people as possible. Quotes are a popular way to include more students on the spread.



- **Students should** take notes on their layout, as displayed above.

Students should add the photo and text boxes at the bottom of the spread.

Notes:

- The goal of each page is to make it interesting to as many people as possible. Photo strips are a popular way to include more students on the spread.

THE MAGIC OF MODULES

- A basic layout can easily be altered to include more students using modules.
- The next slides show modules in the layout you just drew.

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To make a module, fill the space taken by one photo with a collage of several photos.

The same design rules apply: There should be a dominant and every photo needs a caption or at least an identification with student names.

THE IMPORTANCE OF WHITE SPACE

- White space is the area around photos and text. It is not necessarily white.
- Planned white space organizes content.
- Unplanned white space can confuse the viewer.
- There are three types of white space:
 - Standard
 - Tight
 - Expanded

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The power of space is frequently overlooked and misunderstood. Beginning designers are often uncomfortable with empty space and sometimes consider it wasted space. Experienced designers know that space is a powerful tool if strategically planned.

Using the levels of white space, designers utilize proximity to make a design interesting and logical.



Standard spacing, generally 1 pica, is the default spacing used for consistency. The use of a column

Tight spacing is used between photos that cover a similar topic or idea. Tight spacing is often just c

REVIEW: YEARBOOK DESIGN TERMS



Note:

COB stands for Cut Out Background – a photo that has had the background removed using a design program.

These terms will be tested in lesson 5.3.

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STEP 2 – PRACTICE

- Using a new *Start Right Handout 5.4 - Layout Sketch Sheet*, design your own layout, utilizing the rules of design outlined in this presentation.
- Note: the yearbook design terms learned in today's lesson will be tested in Lesson 5.3.

