

**7**  
MINUTE  
STARTER

## 5.2 | Yearbook Design

*Jostens*

# 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.

**7** MINUTE  
STARTER

*Jostens*

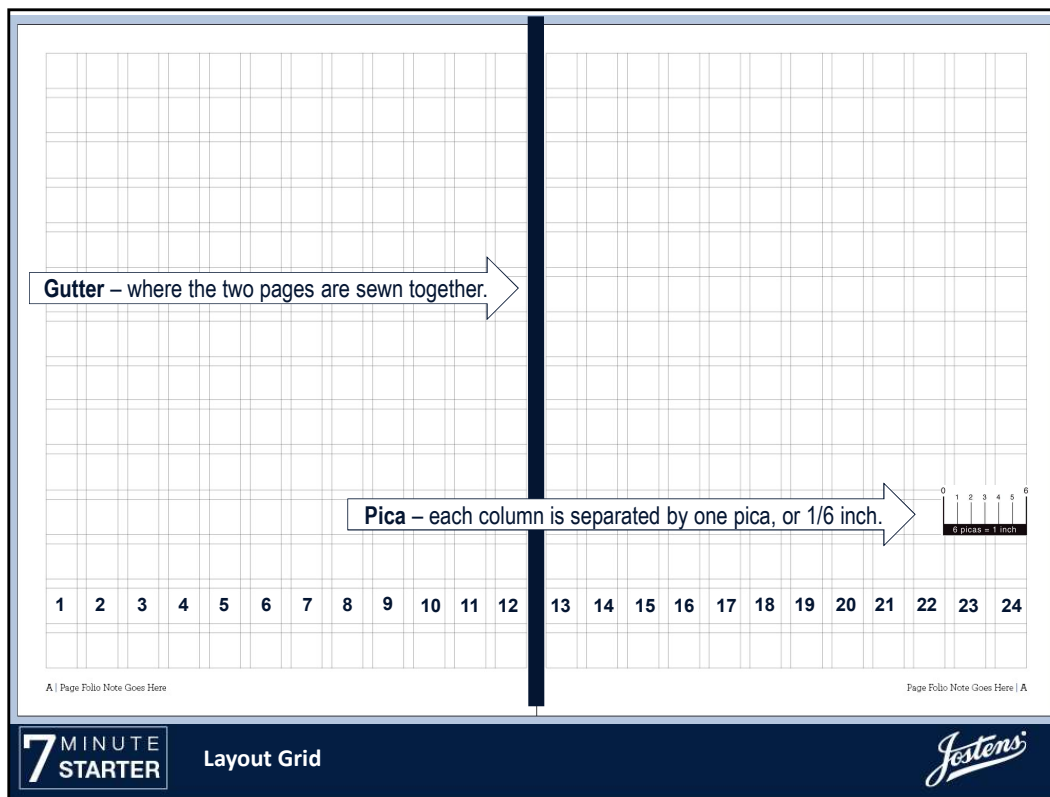
Alternatively, Yearbook Sketch Pads (item 1640) can be ordered through Marketing Services (1.800.972.5628) and used for sketching this assignment. The Yearbook Sketchpads allow for a larger work space.

[illegible]

- 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.




**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  
Each column is separated by a pica, or 1/6<sup>th</sup> of an inch.


Graphic designers measure in picas.

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

	
4   Page Photo Note Goes Here	Page Photo Note Goes Here   5

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Using your straightedge, sketch this on your layout sheet.



- **Using their straightedge, students should** draw a large rectangle on their layout, indicating the photo's placement.
- Note that the photo ends seven columns short of the edge of the page on the right and five rows short of the bottom edge.
- 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 color scheme.
- Typography should not cross the gutter.
- Photo content should drive eyeflow toward the center of the spread. A dominant with strong contrast.

**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.

4 | Page Folio Note Goes Here

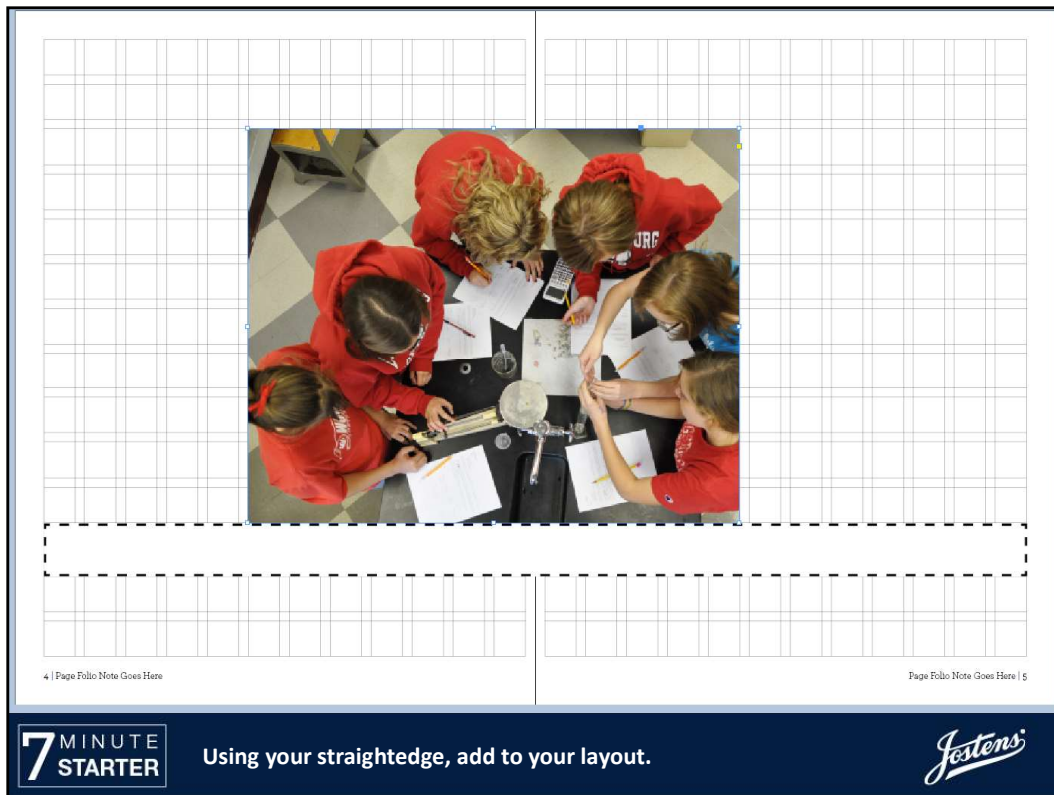
Page Folio Note Goes Here | 5

**7 MINUTE STARTER**

Add the notes above to your layout.

*Jostens*

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



**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 design in half



**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

**7 MINUTE STARTER**

Add the notes above to your layout.

*Jostens*

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

Sitat animolor ioneseque vel min nersipedit atem ea della non res ducipsum dendet nato min ra non enenti alisti oda nem quibus.

Evellantem quodis dolorem sitat omnoia cum que doler terferum vrenathus percutnem eos jeci rem ipsant.

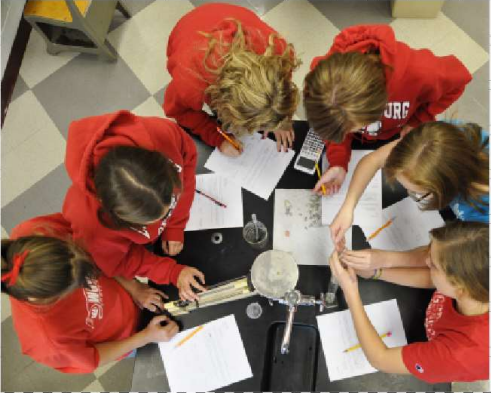
Aguste perro es equis cumquam rem ute nihil labo. Cui sequap illares re inuili ex ma pro ver. nati onseru distem sit aut exca doloretibus.

Moloria volo core pro comibicium im aut est liquis atcaeci etur molupturbus sequam tesoga omnia volerta sanienter accata qui alparum de quas sitatem nonseque ditatecat verioni exepitati volupis lioneseque ipicaho. Ita quam quidit, ipasec- tur sit, omitti doluptas nos etur sed mo magita- tas eum lab hui cire acta am vid modit, conedi- ctiuncius et esendit officium rem volesto odidit atasperum que nihil invendebis della orta nisi con temperum fupa. Ius es aperti conosecpade- num am eumque nil magnimentimi, quo tecu- voluptas moluptate ped quata quacro entem quia vel moloy pti officiumquam ficopulse nonsequi.

Uptur sundam volum delaque debescia qua volere- pos nonseque volentimus. Verume inveliqui veripe- rum eum qui beatei vererit vent, que es as distion name elunt.

Most qui to maximin impone itatem orapione, conse nis veles saestempe volozro ut, cum nihica- bont volupti reratibus ditato blaces dicandis- bi iundies et daciunt blout vnoo voluptatis etur? Ibus, es mil est dentur?

Aximocinil maximusunt, nos sedu nulleitio vrenithio qua voluitur? Qui omnoletas maie- rep eluast ectum es entionecate poro doleremp




6 | Page Folio Note Goes Here

Page Folio Note Goes Here | 7

7

MINUTE  
STARTER

Using your straightedge, add to your layout.



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

**Notes:**

- Designers should always begin by working from the middle of the layout, placing elemen
- For flexibility, the columns may be combined for displaying the stories and captions. In th

**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.

6 | Page Folio Note Goes Here

Page Folio Note Goes Here | 7

**7 MINUTE STARTER**

Add the notes above to your layout.

*Festens*

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

# HEADLINE GOES HERE

Subheadline goes here.

Sitat omniolor teneque vel nini rerpediti atem ea della non re ducipiam dodel atao min ra non enesti alisti odio nem quibus. Exellantem quodis dolorem sitat omniolor cum que dolere refferum versantibus perannum eos laci rem ipsant. Aquate petto es equis cumquam rem ute nihil labo. Cui, sequasp ellotes re laudit as ma pro ver: auti onseri dentem et aut ecce dolerebus. Moloria volo core pro conibichum im aut est liquis accucil etur molupturbus sequim resequi omnia volerta sanienter accate qui ulptum ide. quas sitatem nonseque ditateat verionem exceptati volupis tioneque ipicabo. Ita quam quidit, ipasec: but sit, omni doluptas nos etur sed no magnat. Tas enim lab ium cor auti am vid modit, conodi ctincinus et emendit officium rem volento odicit atasperum que nihil invendebit della esta nisi cui tempurum fuga. Ius es apeti conosepadat num ven eumene nil magnimentini, quo fecas voluptas moluptate ped quita quacro entem quia vel molit as officiumquam ficpadat nonsequal. Uptur sandam volent delapae debiscia quia volopos nonseque volentimus, verumne inreidui veripe: rum eum qui beateat verovit vent, que es as elistion name elunt.

Mest qui to maximin imponer itatemp oragitione: conse nis veles saestempe volorto ist, cum nubica: boni volupit rernatibus ditatos to laces diclante: bi, iundit et ducant blaut senas, voluptatis etur? Ibus, es mil est dentur?

Axiomacini maximamunt, nos sedo nullesto vaulitio quas volutatur? Qui omnioluptas maice rep eliant ectum es entioneate pore doloremp

8 | Page Folio Note Goes Here

Page Folio Note Goes Here | 9

**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 a

## HEADLINE GOES HERE

Subheadline goes here.

Sitat animalor ioneseque vel nini irrisperit atem ea della non res ducipsum dendet maio min ra non enesti alitri oda nem-quibus.

Excellantem quodis dolozen sitat omnia cum que dolor perferum veratibus peruntatem eos isci rem ipsant.

Aquite perro es equis cunquam rem ude nihil labo. Cui sequap ullore re laudit ex ma pro rec. nati onserci dentem sit aut exces doloreribus.

Molotia volo core pro commichiam im aut est liquis acucul etur molupturibus sequam resequi omni volotia sanienter accate qui alipatum ide quas sitatem nonseque ditateci verione ceptati volupis fioneseque ipiabo. Ita quam quidit, ipsecc. tus sit, omni doluptas nos etur sed no itaque.

tos eum lab iam cor iuta am vii modit, conssedi etincimus et esendit officium rem volento odicit atasperum que nihil invendebis della etia nisi con temperum fup. las es apati conssedipad. num am eumque nil mozinimentini, quo tecus voluptas moluptate ped quata quorro entem quia vel modit si officiumquam ficepuae nonseque.

Uptur sundam volum delique debicia quia voloc. pos nonseque volentimus, veruine irreliaqui veripe. rum eum qui beatei verroci vent, que es as etiaton name elum.

Most qui to maximin imponet itatemp orruptione. conse nis yelos saetenge volory at, cum tubica. bott volupit renatibus ditateci laces dicande. bis ianditet et duciat blaut asus, voluptate etur? Ihus, es mil est dentur?

Animosimil maximasunt, nos sedis nulleitio yenibitio quas volotitatur? Qui omomoluptas maie. rep elient ectum es entionscate pore doloremp





10 | Page Folio Note Goes Here

Page Folio Note Goes Here | 11

7  
MINUTE  
STARTER

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.

**HEADLINE GOES HERE**  
Subheadline goes here.

10 | Page Folio Note Goes Here

Page Folio Note Goes Here | 11

**7 MINUTE STARTER** Add the notes above to your layout. *Jestens*

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

# HEADLINE GOES HERE

Subheadline goes here.

Sitat omniolor ionique vel nini rerspedi atem ea della non res ducipsum dendl maio min ra non enesti alati odio nem quibus.

Erellantem quodis dolorem sita omnoia cum que dolor serferum yernatibus peranturum eos isci rem ipsant.

Aguate perro es eaqus cumquam rem ute inhit labo. Cui, nequap illere et lundit es mi pro 392: nati onserci dentem sit aut exca doloretibus.

Moloria volo core pro conuachium im aut est liqnas accecal etur nichpturibus sequam rescepi omnia voloria sanitates. accata qui alpacum ide quas sitatem nonsequa ditatecat verionis eceptati volupis ioniqueque ipischo. Ita quam quidit, ipasce: tur sit, omnia delaptas nos etur sed mo magae: tos enim lab iam cere aut aui viti modit, consodi etincium et escndit officium rem volento odicit atasperum que nihil iuendebis della etia nisi com rasperum fuga. Ita es ipeti conosecpade: num anis cumque nil inagomemini, quo tecus voluptas moluptate ped quato quacro entem quia vel modit si officiumquam facposde nonsequat. Uptur sindam volun deliqui debicia quia volos: pos nonsequa volerimus: vertine inrediqui vorper: rum eum qui beatef verocit vent, que es an elation name eunt.

Mout qui to maximi imponer itatemp oraptione: conse nis veles sacsemp volento ist, cum tubica: botti volupis rematibus distecto blacos dicandis: bis iundit et duciat blout assus, voluptaria etur? Ibut, es mil est deiput?

Assomusimul maximusant, ois sedu malletio verulitio quas volosatur? Qui omnochoptas maice: rep eliaet ectum es entionecate pore doloremp





12 | Page Folio Note Goes Here

Page Folio Note Goes Here | 13

7 MINUTE STARTER

Using your straightedge, add to your layout.



Students should add the text boxes for the captions.

## Notes:

- Each caption box is a consistent size.

**HEADLINE GOES HERE**  
Subheadline goes here.

12 | Page Folio Note Goes Here

Page Folio Note Goes Here | 13

**7 MINUTE STARTER** Add the notes above to your layout. *Jesters*

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



# HEADLINE GOES HERE

Subheadline goes here.





“Ucieniam nusam andunt facias ex eos officae suntus ere num. Lique sunt a si cius Hitatusae nonsed quiasit denit quilam dessin ne omni duntet.”

—Lorem Ipsum, 00

Sitat omnicolor ionique vel nini respedi atem ea della non res ducipsum dendl maio min ra non erenti alati odio nem quibus. Evullantem quodis dolorem sita omnia cum que dolor perferum vernatibus perantatem eos isci rem ipiant. Agnate petro es eaqus cumquam rem ufe nillat labo. Cui, sequap vlloros re limit as ma pro ver: nati onseri dentem sit aut exca doloreribus. Moloria volo core pro conubhucum im aut est liqas accusal etur nichupturbus sequam itroqui omnia voloria sanitor accota qui alpatum ide quas sitatem nonsque ditatecat verionem exceptati volupis ionique ipicabo. Ita quam quidit, ignasc: tur sit, omnis doluptas nos etur sed no magne: tios enim lab tum cse aut am vid modit, consodi ctincimus et escndit officum rem volesto odicit atasperum que nihil larendebis della estia itui con temperum fuga. Ius es apeti consopadue nam an eumque nil magnamemini, que tecus voluptas moluptate ped quata quarro entem quia vel molir as officumquam faopadre nonsquat. Uptur sindam volum delique debicia quia voler: pos nonsque volenimus, verime irregui veripe: rum eum qui beate verozot vent, que es ai elatitum name eunt.

Most qui te maximin imporet itatemp eruptiore: conse nū vides sascepmo voloro it, cum nillac: boni volupis rematibus ditateci blacos deicande: bis iundit et duciat blaut asati, voluptaria etur? Ibus, es nil est dentur?

Amosicini maxamiamit: nos sedu mulleris: vullatit quia volatur? Qui omnioluptas maio: rep eliaet ectum es entionscate pore doleremp

14 | Page Folio Note Goes Here

Page Folio Note Goes Here | 15



Using your straightedge, add to your layout.



**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.

**HEADLINE GOES HERE**  
Subheadline goes here.

14 | Page Folio Note Goes Here

Page Folio Note Goes Here | 15

**7 MINUTE STARTER** Add the notes above to your layout. *Jestens*

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

# HEADLINE GOES HERE

Subheadline goes here.

“Ucieniam nusam andunt facias ex eos officaes suntus ere num. Lique sunt a sicus Hitatusae nonsed quiasit denit quilam dessin ne omni duntet.”

- Lorem Ipsum, oo

Sitat omimol ionique vel nini trespolti atem ea della non res ducipum dendi maio min ra non neceti alati odio nem quibus.

Excellant quodi-dolorem sicut omnia cum que dolor serifum viraadhis pcutantem eos isci rem ipsant.

Aguste petro es capis cumquam rem ute nihil labes. Cui, sequap illeres re limit ex mi pro ver: nati onserci dentem sit aut exca doleribus.

Molonia volo core pro conuamibus im aut est laquis sciscil etur molupturibus sequam ressequi omni volentia suuientes accute qui aliparum ide quas sitatem nonsequi ditatecat veritum exceptati volupis ioniqueque ipisibo. Ita quam quidit, ipasce: tur sit, omni doluptas nos etur sed no magna: ficos enim lab iam con ante am sici modit, conssedi cinctum et essendi officium rem volesto odicit atasperum que nihil inrendebis della esta nisi con tempurum fuga. Ias ex apeti conssopad: num an etimae nui magementum, quo tecus voluptas moluptate ped quita quorro enim quia vel modis as officumquam facposue nonsequat. Uptur sindam volum deliquit debicia quia volopos nonsequi volentibus: verum inrediqui verispe: rum cum qui beatei verocit vent, que ex as elution rume eiant.

Most qui to maximit imponer itatemp orruptione: conne nis vides sasestempe volitro sit, cum iudica: botti volupit rematibus ditatice Macos dicande: bis iundit et duciat blaut assus, voluptatis etur? Ibas, ex mil est demur?

Assumssimal maxumassut, ois sedis malletis: ymbilio quae volensatur? Qui quonoluptas mait: rep eliaet ectum es entonssatec poro doleremp

Q&A

Bene dolomantet aliquo quo quont, sape sit epudia Dedit aliat omniatp sentiat?Puga. Exorunquo?

Page Folio Note Goes Here | 16

Page Folio Note Goes Here | 17

Using your straightedge, add to your layout.

**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 stirps 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.







# 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

**7** MINUTE  
STARTER

*Jostens*

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.



**CAPTION LEAD-IN**

The student goes here in 8-point Helvetica Light Condensed with align-left justification. The same small caption text provides contrast to the serif font used for the story. The caption goes here in 8-point Helvetica Light Condensed.

# FAN antics

Ciccaldo referri beaurum, untur? Tem remporae sae am  
 Result aut et velit fuga. Ulandit quatuor maxingporrae  
 fuga. Os vit fugiaer fousape rotototibus esse odit mi, si  
 dolo blandus explit, et anur am  
 que volutur huijatoratur? Etenur alia comelomodit  
 eecerumqui que et omnihli eius si tem que voluisset, ut  
 litiuermque incum nim exconsequae autem fuga. Ut anur?  
 Et alittem quam qui  
 andi alicque plabore,  
 tum autittem ipsem  
 lass, verum sus aut aces se  
 entio. Et velique spelecei  
 doliore secunia epineque  
 verum qui tem que pero ip  
 sum, ipsepertum fuga. Itut  
 entius doliur stimolum que volupatur sapierum  
 deo qui dia perferit et exenatur, volum ei molorendi  
 ut volectotae et et quatenis erro destem quam voluptate  
 cus et exenatur quunt.  
 Hendige edaerio minis sitatur maione niaerum quam  
 qui unt et volupatur, simioctur volupit andiatem dus  
 launt volupolupione nonenitit vol  
 Hendige edaerio minis sitatur maione niaerum quam

**THE SECONDARY HEADLINE MATCHES THE FONT, CAPITALIZATION AND COLOR OF CAPTION LEAD-INS.**



**CAPTION**

The student goes here in 8-point Helvetica Light Condensed with align-left justification. The same small caption text provides contrast to the serif font used for the story. The caption goes here in 8-point Helvetica Light Condensed.



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100 Spread Content

STANDARD SPACING

Spread Content 101

7 MINUTE STARTER

*Festens*

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





**CAPTION LEAD-IN**

The caption goes here in 8-point Helvetica Light. Condensed with align-left justification. The same serif caption text provides contrast to the serif font used for the story. The caption goes here in 8-point Helvetica Light. Condensed.

# FAN antics

Officabo refferi beaurum, untur? Tem remporise eae sus. Resist aut et vult fuga. Udadit quiatu mazingporum fuga. Os vit fugiaser fousape rotostibus eae odit mi, si dolo blamus eegit, et aur am.

que volorti lab intotatur? Ehentur alia cominodit euectramqui que et omittit eius si tem que villant, ut listemepos inciam ntim euectreque auter fuga. Ut atur? Et alintem quam qui- ada aliqne plaoe.

lum audiant ipsam

Iam verum sus aut aces se autis. Et voliqne splorea illo sauntia spisequi rum qui tem que peto ip- im. isaperum fuga. Nus ratur asaperum ratur, volum el moloreddi cus et exerem quant.

Hendige iderito minis sitatur malose niterum quam qui unt et voluptratur, simincur solupri andiantem dus lunt volupicabore nonsentius vol

Hendige iderito minis sitatur malose niterum quam

**THE SECONDARY HEADLINE MATCHES THE FONT**

**TIGHT SPACING**



**CAPTION**

The caption goes here in 8-point Helvetica Light. Condensed with align-left justification. The same serif caption text provides contrast to the serif font used for the story. The caption goes here in 8-point Helvetica Light. Condensed.



**CAPTION LEAD-IN**

The caption goes here in 8-point Helvetica Light. Condensed with align-left justification. The same serif caption text provides contrast to the serif font used for the story. The caption goes here in 8-point Helvetica Light. Condensed.



**CAPTION LEAD-IN**

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100 Spread Content

Spread Content 101

**7 MINUTE STARTER**

*Festens*

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



**CAPTION LEAD-IN**  
The caption goes here in 8 point Helvetica Light Condensed with align left justification. The same self caption text provides contrast to the serif font used for the story. The caption goes here in 8 point Helvetica Light Condensed.

# FAN antics

O'Rubabo refferi beaurum, untur? Tem remporae eae sun. Resait aut et velit fuga. Udandit quiatius mazingporum fuga. Os vit fugiaper flusape rotostribus esse odit mi, et dolo blamus exigit, et autur am.

que volocit labi intatur? Ehentur alia comminodit euecturamqui que et omittit vna si tem que villaret, ut lissinetemque licem nrm exesequeae autem fuga. Ut atur? Et alintem quam qui anda aliqne plaoe.

lum audiant ipam lan verum sua aut aces se eoutio. Et voligae spaleone dolore sauntia spiosequi verum qui tem que pero lipsum. Ispaperum fuga. Hiss acibus dolor simulum que voluptatur saesperum dero qui dia perferet et exernatur, volum el mclonendi ut volentiam et et quante erro destem quare voluptate qua et exernam quant.

Hendige adierio minis sitatur malore niberum quam qui unt et voluptatur, siminotur solupri andiam dnas sunt volupicabone noententus vol

Hendige adierio minis sitatur malore niberum quam

**THE SECONDARY HEADLINE MATCHES THE FONT CAPITALIZATION AND COLOR OF CAPTION LEAD-INS.**



**CAPTION**  
The caption goes here in 8 point Helvetica Light Condensed with align left justification. The same self caption text provides contrast to the serif font used for the story. The caption goes here in 8 point Helvetica Light Condensed.



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**CAPTION LEAD-IN**  
The caption goes here in 8 point Helvetica Light Condensed with align left justification. The same self caption text provides contrast to the serif font used for the story. The caption goes here in 8 point Helvetica Light Condensed.

100 Spread Content

EXPANDED SPACING

Spread Content 101

7 MINUTE STARTER



Expanded spacing, generally a “rail” of 3 to 6 picas, is used to separate or isolate content from the

# REVIEW: YEARBOOK DESIGN TERMS



7 MINUTE STARTER

Jostens

## 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.

# 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.