Our Theme: "Not-So-Perfect, Totally Unforgettable"

- Theme tie-in: Greg's story shows how mistakes and awkward moments are what make life memorable.

- Yearbook angle: Highlight candid photos, behind-the-scenes bloopers, and "moments we'll laugh at later."
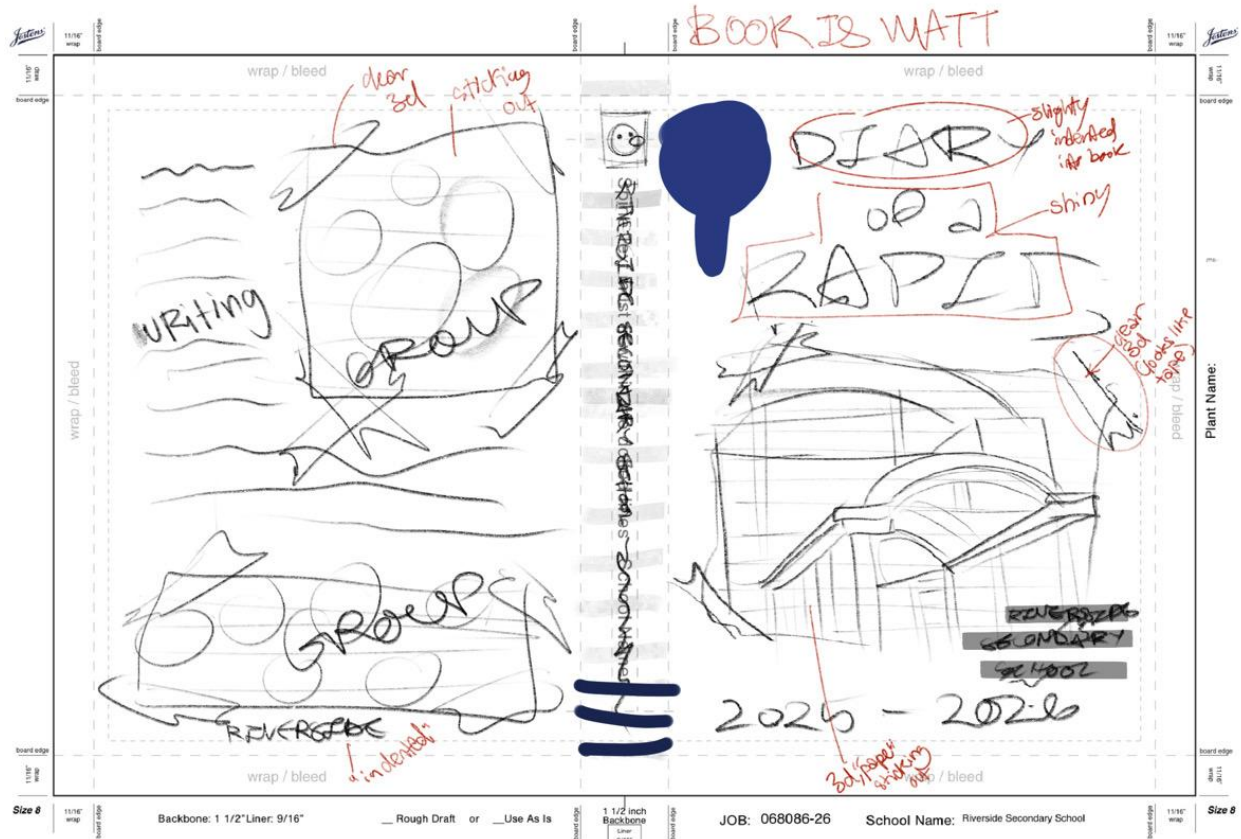
Taglines:

1. "Our bloopers make the best memories."

2. "Perfection is boring anyway."

3. "Messy, memorable, and totally worth it."

4. "Because every fail is a future funny story."

5. "This year: unforgettable, for all the wrong reasons."

Taglines: (section dividers)

6. "The end of the beginning"
7. "Just the first chapter"
8. "Our story starts here"
9. We wrote the first lines. The rest is up to you."
10. In our own words
11. One for the books

Graphic Themes:

1. Characters/Students/Doodles
2. Growing Up: hopscotch, fidget spinner
3. Cover: Riverside School as a doodle (Colour?)

Assigned sections and Divider Colours

Grad section (Green) – Naiya, Jordan

Academics (Purple) – Matthias

Sports (TR Blue & TR Green) – Tegan

Clubs (Red) – Jhamila

Events (Yellow or Orange) – Calista

Student Life (pink) – Kara

Portraits (Black, white/grey, Blue) - Naiya, Jordan

Colours:

Greyscale

Reds – VI Cardinal Red, FS Rebel Red

Oranges – RB Flame. RA Lava,

Yellows – CL Goldenrod, SP Autmn

Greens – TR Green, TR Bright Green

Blues – VI Paradise Blue, RF Peaceful, TR Blue

Purples – VI Regal Purple, IN Electric Purple

Pinks – SM Bubble Gum, SF Pink

Headline Fonts:

AYT Marker Upright Sans (54)   AYT Sharpie Print (54)

HEADLINE   HEADLINE

Subhead line:

- AYT Alden Hand (20-24)
- Add colour to the text if you feel it suits the page. (Only assigned colours)

Sub headline

Article Font:

- AYT Avalon (minimum 10)
- Keep black and white

Body CopyLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

Captions:

Option 1: Semi Transparent Box (transparency 37)   Option 2: Speech Bubble

"Lorem ipsum dolor sit amet, consectetur" Full Name (grade)

" Lorem ipsum dolor sit amet, consectetur adipiscing elit" Full Name (Grade)

- AYT FoundationSans (9-12)
- Ex. "Quotes" – Jordan Oke (12)
- Captions should be quotes, or things that add to the viewers perspective. Avoid stating the obvious.
- Good caption ex. "Rapids make a come back in the final minute after being down 0-1" this information isn't known to the viewer, so it adds onto the visual storytelling.
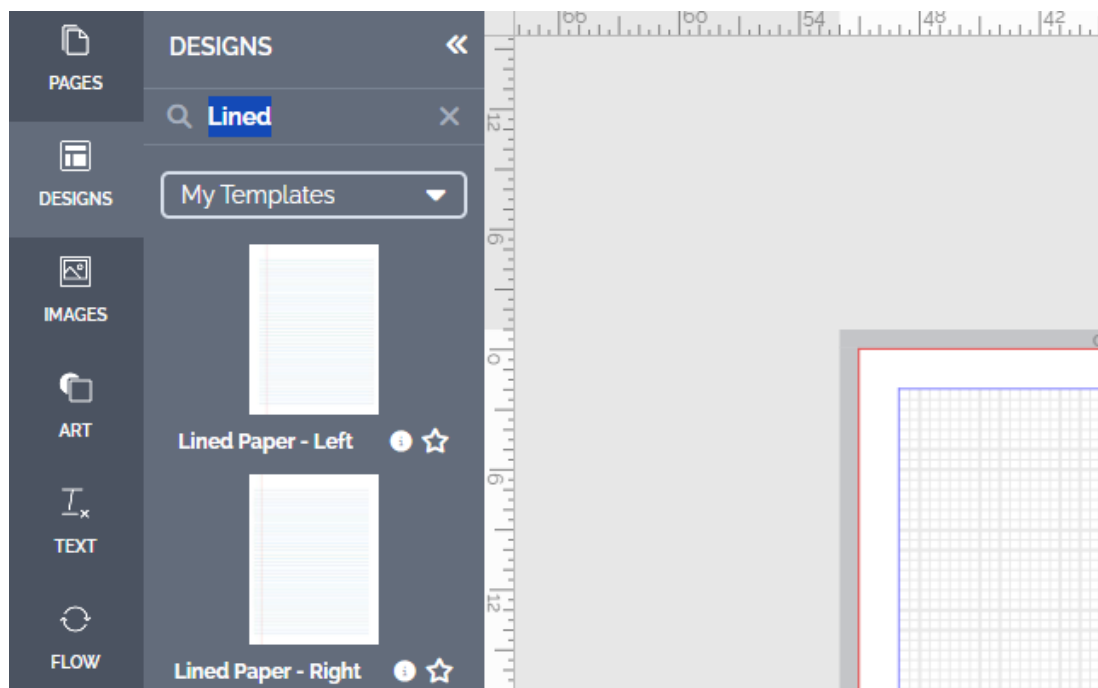
Credits:

- AYT Avalon (9-12)
- Must be include photographers, and page designers first and last names.
- Keep at the bottom of the page

Photography by: Full Name
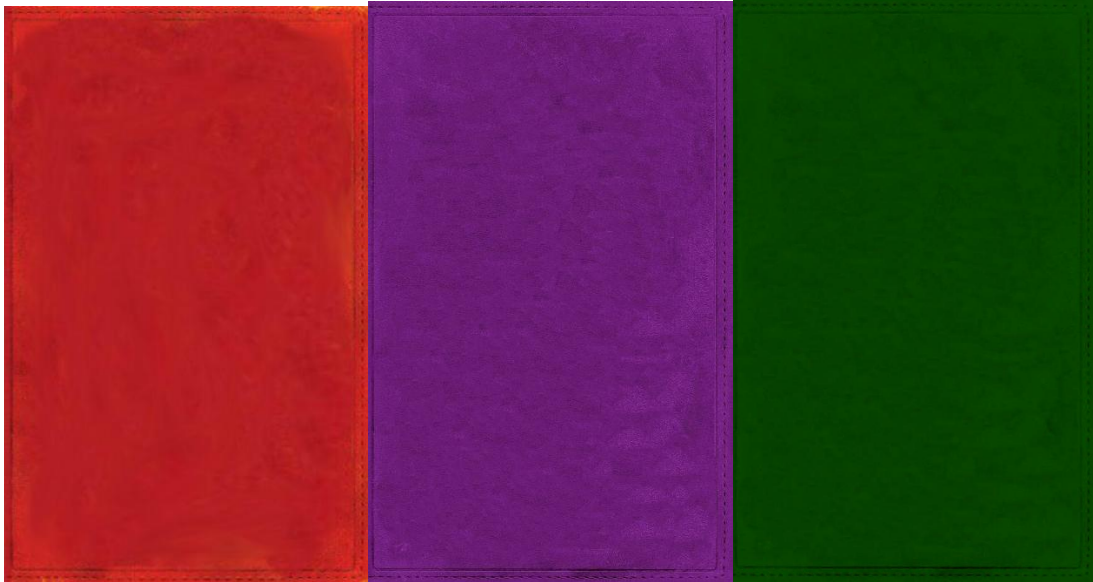Page Design by: Full Name

Background Options:

Option 1: Lined Paper

- Located under templates

Warn Coloured Background (correspond to section colours)

- Located in the graphics folder

Headlines:

Tear away paper   Book Spine

Design Elements (Clip Art):

Line art – search "doodle"

Thumb Tacks – search

Tape – search "Tape"

Line art ideas for Megan:

- Sport equipment (volleyball, basketball, etc.)
- Lockers
- Christmas (presents, ornaments, snowflakes, etc.)
- Halloween (pumpkins, spider webs, bats etc.)
- Cameras
- Grad cap, Diploma Roll
- Poppies
- Microphone (Spoken word)
- Art supplies

Keep in mind when building your pages

- Don't go overboard with decorative elements, prioritize content.
- Ensure snap to grid is on if adjusting frame sizes, shapes, etc**. (View > Grids & Guides > Snap to Grid)**
- Choose from the templates designated to the section (Sports, academics, clubs, etc.)
- Stick to given colours for each section (See assigned sections/colours)
- Don't use different fonts or exceed font limits
- Use correct punctuation and capitalization

Uploading and Shooting Photos:

- Don't upload blurry, severely over/under exposed photos
- Don't upload the back of heads
- Don't upload the same or very similar photos (even if they are good, please choose the best one)
- Take photos at different angles, don't use just landscape