DESIGN AT-A-GLANCE

Creating clean, attractive, and consistent page design is easy if you follow these fundamentals

STEP-BY-STEP

1. Start with a column template.

2. Determine your eyeline.

3. Place your dominant photo.

4. Add additional photos that follow the eyeline.

5. Keep the spacing between photographs constant. (Recommended: 1 pica)

6. Place your headline and copy block as one rectangular element.

7. Add captions so they are close to their respective photograph without placing them between elements or more than two stacked on top or beside each other.

8. Make sure all exterior margins are well established.

COLUMN TEMPLATE

- Columns act like the foundation for the page layout.

- Columns determine the width of photos and text boxes in your layout .

- Decide how many columns per page.

- The fewer the columns, the simpler the design.

- The more columns, the more design options.

- Stick with columns and you'll achieve clean lines and spacing throughout your page.

DOMINANT PHOTO

- Is obviously the largest photo on the page.

- It should also be the most interesting photo.

- The most technically correct photo (in focus, rule of thirds, leading lines, excellent colour, and great tonal range).

- There should be a dominant on every page.

EYELINE

- The eyeline is a horizontal line that stretches continuously across a left and right page.

- It is created by the spacing between elements on the page.

- Eyelines are usually 1 pica wide to maintain consistent spacing.

- It should be placed horizontally at 1/3 or 1/4 of the page height (not in the centre).

- If your eyeline is broken, it should only happen once (and for a purpose).

- Sometimes the design might warrant a second Eyeline to stabilize the page.

FOLIO TABS

- Folio refers to the text associated with the page number.

- The Folio text should highlight the theme.

- It should be visually interesting.

- The Folio should be clear and easy to read.

- It should add to the content of the book and stimulate interest.

- The folio needs to include page numbers.

HEADLINES

- The headline should be specific to your theme and the content on the page.

- It should be written in present tense.

- Seek to eliminate unnecessary words (the, an, a, and).

- Include a action verb in the headline.

TEMPLATES

- Templates are layouts that you create early (usually without real photos or text) that reflect the design elements you wish to carry throughout the book.

- If everyone works from templates throughout the year, it will be easier to maintain consistent design from start to finish.

- When creating templates make sure folio tabs and graphics to match theme.

- They should include a sample headline, secondary headline, body text, lead in and caption fonts that are easy to refer to.

- Any page identification text is placed for all pages.

SHAPES AND SIZES

- Use a variety of shapes and sizes to add interest to your designs.

- Ensure you have consistent inner spacing between all elements on the page.

- Maintain the eyeline.

- Make sure there are both horizontal and vertical images.

WRITING YOUR STORY

- Strive to have text that is interesting and compelling (not the same old information).

- Highlight the defining moments throughout your text.

- Check and double-check for grammar and spelling.

- Present the facts (5W's – Who, What, When, Where, and Why) in your stories.

- Use full names and ensure the names are accurate.

TAKE IT TO THE NEXT LEVEL

- Keep all white space to the outside. Don't trap white space inside the page.

- All captions should be the same number of columns wide.

- The dominant photo should cross the gutter.

- Don't bleed more than one photo off the edge.

- Keep all visuals facing in to the center of a double page spread.

- The starting point of the story should touch the headline.

- The headline should cross the story block.