DESIGN & LAYOUT

What is design? It is the way that objects are arranged on individual spreads. It could be a sparse and contemporary design with tons of white space and hairline rules, or a spread with wall-to-wall designs with tons of photographs bleeding off the page.

EST. 1907
FRIESENS
MEMORIES CRAFTED IN PRINT
EMPLOYEE-OWNED

THEME

Deciding the yearbook theme is the most important thing to do prior to starting a yearbook. The purpose of a yearbook is to tell the story of a particular year. The staff's job is to capture the mood and climate of the school year and to tell the story so that it is believable, real and remembered. Each staff should endeavour to come up with that perfect word, phrase or expression that sets it apart from other years. The theme should enhance the yearbook to tell the year's story. Remember the theme, design and coverage need to make sense together.

Find Design & Theme assignments in the Plan It! Handbook.

A THEME SHOULD:

- Unify and create a mood for the book
- Be appropriate for the school and the year
- Have both text and graphic elements
- Create continuity throughout the book
- Be visible throughout each section

CREATING YOUR THEME:

1. What's the big idea?

2. Is there something big happening this year?

3. Do you have key words? Do these words have luggage, which may distract from the book.

4. The theme may lend to a unique organization of the book.

5. Design Concept should be linked to your theme and influence the book page design.

6. Make sure that the theme can be represented throughout the entire book. Cover, endsheets, opening and closing pages, divider pages and design elements (fonts, colours, folio tabs, and graphics).

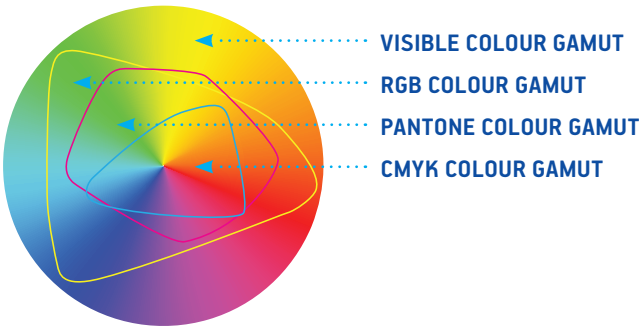
7. Use colours, fonts and design elements to further your theme.

8. See Friesens Yearbook Curriculum Guide for a list of theme suggestions.

COLOUR

CMYK are the four colours that create the colours in a yearbook. They are cyan, magenta yellow and black. Your yearbook colours can be chosen and created from the Process Colour Guide booklet. Monitor colour is light and created using RGB (red, green and blue). Printed colour is CMYK ink on paper stock created using the mechanics of the printer. Monitor colours and printed colours vary because colour is dependent upon the output mechanism making the colour. RGB has more visible colours than CMYK therefore, not all colours on a monitor can be printed. Like different monitors display variations of colour, printing devices produce variations of colour.

- The **Process Colour Guide** is the most accurate guide as it is CMYK ink on paper stock.

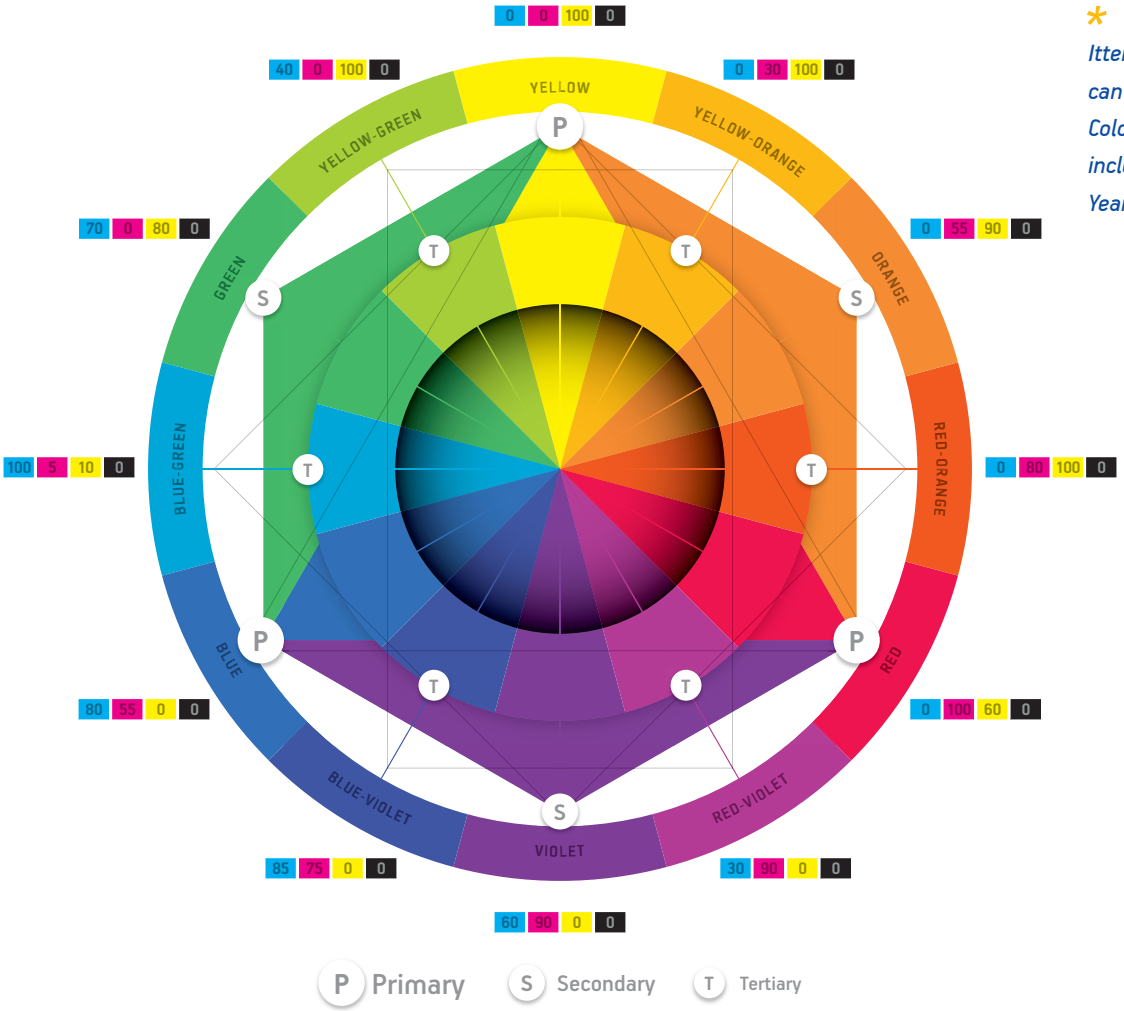


HARMONIOUS VARIATIONS

The colour wheel can be used to show groups of colours that are in perfect harmony. These colour combinations express the highest intensity and colour force. These groups can be found by using a needle, an equilateral triangle and a square.

- A needle across the colour wheel shows the complementary colours, e.g. yellow to violet, orange to blue.
- An equilateral triangle, placed within the wheel points to the triads (three complementary colours). Example triad, yellow/blue/red, green/ violet/ orange.
- A square placed within the wheel points to the tetrads, (four complementary colours). Example tetrad, yellow, red-orange, violet and blue-green.

Using Itten's Colour Wheel, 'perfect' colour pairs, triads and tetrads can be easily identified and used both in yearbook photography and design to create strikingly beautiful and harmonic colour combinations and effects. These pure colours can be changed in tone, tint and shade. Tone is a colour with black or white. Vary colour tint by adding white (opacity) or shade by adding black.



Itten's Colour Wheel can be found on the Colour Pop poster included in the Yearbook Kit.

CREATING A TEMPLATE

Templates are very helpful when you are designing/creating your yearbook. They keep the look of your book consistent and take the pressure away from having to design each individual page. Once you have a template on the page, all you have to do is drag and drop your pictures. Friesens has a wide range of premade templates you can use as is or change to suit your needs and re-save as a custom template.

Go through your page ladder and figure out how many templates you need to create and how many pages you can use that specific template for. For example: you many only need to create two sports templates that can be alternated.

You may also create different templates that you can layer. For example: Headline template, graphic element template, background template, and picture placement template. Once you layer the multiple templates you can save it as a new template.

DESIGN AT A GLANCE!
STEP-BY-STEP

1. Start with a column template and determine the eyeline.
2. Place your dominant photo.
3. Add additional photos that follow the eyeline.
4. Keep the spacing between photographs consistent. (Recommended: 1 pica).
5. Place your headline and copy block as one rectangular element.
6. 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.
7. Make sure all exterior margins are well-established.

ELEMENTS OF A SPREAD

Readers have short attention spans. To combat that, designers have developed a variety of tools to pull the reader into the text as well as through the text. Entry points, while they rarely add information, serve to help the reader navigate the spread.

DOMINANT PHOTOGRAPH

The dominant photo on a spread is the most important visual piece. This is what grabs attention and draws the reader into the story. Not every image has what it takes to be a dominant photo, it is important to choose the right photo for the story and the layout.

EYE LINE

If the dominant photograph is horizontal, the top or bottom of it, whichever doesn't extend to the edge of the page, determines the eye line. All other items should set on or hang off the eye line. Think of the eye line like a clothesline with clothes blowing up or hanging down off of it. The eye line should not be in the center of the spread but should be about one third from the top or bottom.

DESIGN AT A GLANCE!
DOMINANT PHOTO

- Is it obviously the largest photo on the page?
- Is it the most interesting?
- Is it the most technically correct photo on the page? (In focus, rule of thirds, leading lines, excellent colour, and great tonal range?)
- Does it work well with the rest of the photos on the page?
- Is there a dominant one every page?

DESIGN AT A GLANCE!
EYE LINE

- Is your eyeline placed ⅓ or ¼ of the page and not in the centre?
- If your eyeline is broken, is it only once and for a purpose?
- Eyelines are usually 1 pica wide to maintain consistent spacing; if more, is there a purpose?
- Would the addition of a second eyeline help stabilize the page?

FOLIO TAB

The page information (title, section, page numbers, etc.) should be found on each page of the yearbook. This section of the page is called a folio or a folio tab and is typically located at the bottom of the spread in a horizontal like crossing both pages.

Folio tabs not only provide quick information, they can also assist in pulling your theme through each page of your book. This can be done through colour, graphics, fonts, and text.

DESIGN AT A GLANCE!

FOLIO TABS

- DoestheFoliohighlightthetheme?
- Is the folio visually interesting?
- Is it clear and easy to read?
- Doesthefolioaddtothecontentofthe book and stimulate interest?
- Doesthefolioincludepagenumbers?

HEADLINE

Large type, usually the largest on the page, that pulls the reader into the page while adding information.

SECONDARY HEADLINE (SUB HEADERS)

Add information in a form similar to a sentence. They are usually one-third to one-half the type size of the headline and are often in a contrasting font.

BODY COPY

The main story designed to be read.

CAPTION

A short copy block that describes what is happening in a photograph.

COLUMN DESIGN

12 Column Design

The columns help to develop a layout that will clearly direct the reader to the information. The more columns, or grids, the more variation there can be and the more opportunity to use white space to create a very different design.

24 Column Design

Narrow three-pica wide columns – too narrow for any thing other than a flush-right or left caption – offer more opportunities. Set rules for caption width and body copy as well as possible exceptions that will offer consistencies from spread to spread.

GET ATTENTION

Since spreads can't be made up of all dominant elements, designers find other ways to move readers around the spread. A number of things draw readers in: a cut-out photo, large headlines, color use and more.

Readers have short attention spans. To combat that, designers have developed a variety of tools to pull the reader into the text as well as through the text. Entry points, while they rarely add information, serve to help the reader navigate the spread.

Headline

Large type, usually the largest on the page, that pulls the reader into the page while adding information.

Secondary Headline (sub headers)

Add information in a form similar to a sentence. They are usually one-third to one-half the type size of the headline and are often in a contrasting font.

Body Copy

The main story designed to be read.

Initial Letter

The first letter of a paragraph set significantly larger than the surrounding text but with the same baseline as the first line of text; often the height of at least three lines of text.

Dropped Cap

The first letter of a paragraph set significantly larger than the surrounding text on the baseline of the line of text equal to the height.

Lead-ins

The first few words of a paragraph set in bold or all caps contrasting to the Roman of the body copy.

Pulled Quote (inset quote or lift-out quote)

An excerpt from the text placed in a larger typeface on the same page to entice readers into the text.

Caption

A short copy block that describes what is happening in a photograph.

Colour

The background, screens, and rules that attract attention.

Cut-out Photographs

The unusual shape of a cut-out photograph carefully framed by text, pulls attention to that text.

Folio Tab

Page numbers and page content information are found on each page, and this space on each page is called a folio, or a folio tab.

TYPOGRAPHY

Choosing the right set of fonts for your yearbook is a very important process. Friesens provides you with hundreds of free fonts that you can use without any copyright issues. Using a Friesens font helps make your process even smoother because there are less spacing issues due to the fact that we work with these fonts every day.

Body Copy

- Generally, body copy is set in serif type. The serifs have "feet" at the ends of the strokes of the letters that link letters into word and words into lines that improve readability. Body copy is generally set 9 pt. or 10 pt.
- The other school of thought on body copy is that sans serif is fine for body copy and, indeed, many children's books are in sans serifs as are other books. Body copy is generally set in 9 or 10 point and should be a readable font.

Alphonso

Fast Pardon

Good Name

Lynn

Captions

- Design is about contrast so captions are often set in a smaller version of the body copy, 8 or 9 point, but is bold faced or italicized to provide that contrast. Whatever your body copy is, i.e. Garamond, captions should be the same but bold or italics.

Headlines

- To limit the number of font families in a section of a yearbook, the captions and headlines are often set in the same font family. Headlines are often set in 30 pt. type or larger. Subheaders and even the main headline might also be set in the same font family as the body copy.
- The font for headlines may or may not be the same font as the body copy or captions. Frequently, the headline is the place where the staff may exercise more design flair, by choosing an attractive, easily read font. That adds contrast to the spread. The subhead provides contrast to the main headline in several ways: size (maybe only one-third the size of the main headline), boldness, posture (italics) and even space.

SERIF SANS SERIF CURSIVE BLOCK

ACCENT FONTS:

Yearbook designers often pick a third font family, a family that fits the look and feel they want for the book, and a family that fits the theme, to provide contrast to the other two font families. This third font family may be a decorative font or a script/ cursive font.

Dorian

Knockout

Quicken

Wide Eyed

Even with those basic guidelines, choosing fonts remains far from an exact science. Choosing a body copy font can be critical to the success of the publication and can influence the look and feel of the publication as well as its readability.

We recommend that you pick out a couple of fonts you like and print them side-by-side on a test layout. This will help you ensure that the fonts you like go well together and complement your theme.

Exercise: Checking readability, see Yearbook Curriculum Guide Design: page35

RULES FOR CHOOSING FONTS

Remember these rules are just guides and that sometimes breaking the rules works out great. When choosing fonts, start with a few, try them out, see what works and use the ones that fit best with your theme.

- Choose a body copy font that has a bold, italic and a bold italic version in addition to regular. This will allow the use of different style in a cohesive way.
- Try not to set long blocks of copy in anything but regular. Avoid long blocks of all caps or bold text.
- Try not to change the font, size, or leading of your body copy within a section. Consistency is a must.
- Serif fonts are more readable in long copy blocks than sans serif.
- For headlines, sidebars and captions sans serif can create contrast. Consider looking for a font that has a condensed or compressed version for sidebars, as these are often narrower than the standard body copy and may prevent hyphenation.
- Use a sans serif at extremely small sizes e.g. sports scores.
- Readability is about contrast. Black type on a white background is the most readable. Reversed text (white type) on a black background, used in body copy decreases readability. (Note: White type on a black background is easier to read on a monitor than in print.)
- Coloured type or type on a coloured background is even less readable.
- Text on a photo decreases the readability of the type and distracts from the photo.
- Set type in upper and lowercase, avoiding the use of all caps except in blocks of one or two words.
- Most script, cursive or decorative fonts don't look great in all caps.
- Break up long blocks of body copy with various entry points (such as subheads or pulled quotes) or alternative story forms (such as maps or biography boxes).

ALTERNATE STORY FORMS

Alternative story forms are ideal for yearbook coverage, particularly the repetitive coverage of annual events that have appeared in books for the last century and will be covered for the next century. ASFs give the reader a new way to look at the same story.

Consider the following ways to tell a story:

MARCH 1
Coach resigns

MARCH 6
Interim coach appointed

SEPT. 3
Team wins first game

OCT. 1
Permanent coach hired

Timeline Band wins state championship:

JOSEPH PULITZER

Born • April 10, 1847 in Makó, Hungary

Died • Oct. 29, 1911 (age 64) in Charleston, S.C.

Political party • Democratic

Occupation • Publisher, philanthropist, attorney

Bio box Commencement speaker:

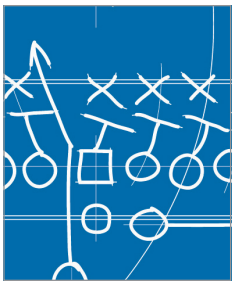
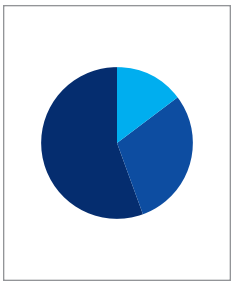


Diagram of key play Basketball team beats rival:



Pie chart of where money goes School's budget cut:

Q&A

Why did you become an editor?

In high school, I opened my locker one day and a flier recruiting for the yearbook staff fell out. It fascinated me. I wanted to be a part of that

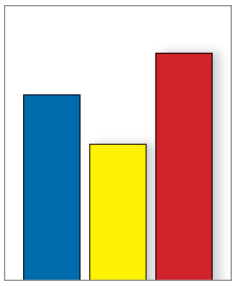
Question and answer New principal:

FINANCES

Visit each of the following sites to learn about personal finance.

- ❑ mint.com
- ❑ wikinvest.com
- ❑ stockmapper.com
- ❑ springpadit.com
- ❑ money.cnn.com

Checklist Rules for freshmen:



Bar chart Compare the relative scores of individual teams.

Fever chart Observe trends, often over time (on the horizontal axis).

SUMMER MOVIES

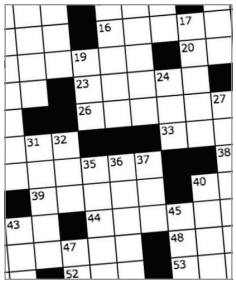
★★★☆	Transformers 3
★★★★	Harry Potter 8
★★	Hangover II
★★★	Pirates of the Caribbean 4
★☆	Fast Five

Rating Compare items showing to one another on a scale.

PRINTING

- The CMYK color model (process color, four color) is a **subtractive** color model, used in color printing.
- CMYK refers to the four inks used in some color printing: **cyan, magenta, yellow, and key** (black).

Fast-fact box Itemize key characteristics of people, places, products or organizations.



Game Provide reader interaction with modifications of board games, word finds and crossword puzzles.

Country	Population
China	1,339,724,852
India	1,210,193,422
United States	311,860,000
Indonesia	237,556,363
Mexico	112,336,538
Canada	34,533,000

Table Organize and relate various items in rows and columns.

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Lead • The first sentence of a news story answering the basic questions: who, what, when and where.

Inverted Pyramid • Describes the structure of a news story.

Byline • The author of a published article.

Source • Anyone interviewed for a story.

Glossary Help the reader make sense of the story with terms and definitions.

Top 5 photojournalists

1. Robert Capa
2. Henri Cartier-Bresson
3. Robert Frank
4. Dorothea Lange
5. James Nachtwey

List Put items such as names, parts of a whole, dates, facts together in one place for quick reading; can be ordered (numbered) or unordered (bulleted).

Map Give readers geographical information by showing the location of events and where those events are in relation to other areas usually in terms of percentages.

3 WAYS TO ENJOY A SICK DAY

3
Sleep till noon

2
Watch the soaps

1
Catch up on Facebook

Top 10 List items, often in reverse order, in this form of survey popularized by the Late Show with David Letterman step-by-step guide.

TOP SITES

Which of the following was NOT one of the top websites last year?

a. Vimeo
b. ESPN
c. The Onion
d. Groupon
e. Linkedin

ANSWER: ESPN

Quiz Include the answers of multiple choice, short answer or matching questions.

"In America the President reigns for four years, and Journalism governs for ever and ever." • Oscar Wilde

"Journalism is in fact history on the run." • Thomas Griffith

Quote collection Group comments on a topic by newsmakers, readers or random people affected by the story's topic.

12
Roses were on the table

3,456
Students attended

$93,451
Amount raised for charity

By the numbers Compile key numbers into a list and give the numbers context; useful for numbers with a lot of statistics or budget figures.

CREATE ONLINE AD

Step 1: Target customers
Choose to show your ads to users in specific areas.

Step 2: Create your ad
Write your ad text and choose the keywords.

Step 3: Set pricing
Set your daily budget and cost per click.

Step-by-step guide Guide the reader through a process from start to finish.

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