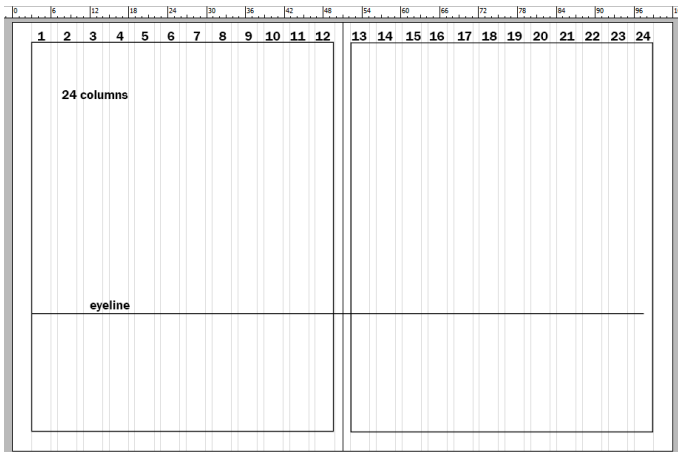


# YEARBOOK DESIGN STEP BY STEP

## Step 1

### Choose a column plan.

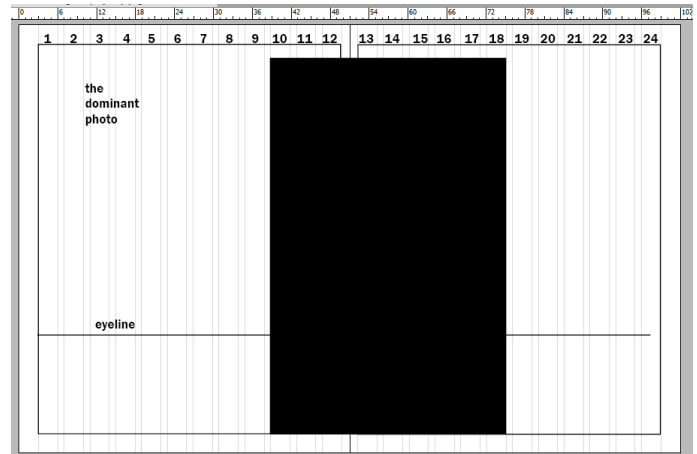
Columnar design brings consistency to your publication and is the foundation of all good yearbook design. Depending on the amount of space you leave in the gutter and the external margins you want, the width of the individual columns will change. In the 24-column plan we will be using here, most likely each column will be around 3 picas in width. Notice just two picas have been left in the gutter.



## Step 2

### Place the dominant photo.

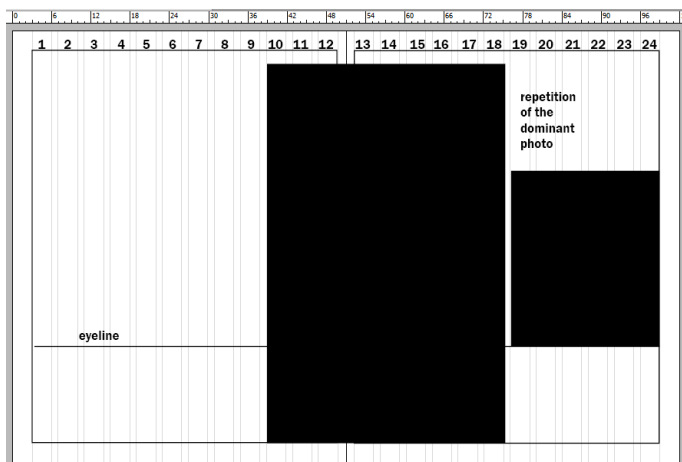
Place the dominant photo shape slightly off center. It should run across the gutter. It should be at least 2½ times larger than any other photo on the spread and will be the focal point of the entire double-page spread. You can also bleed it from the top and bottom.



## Step 3

### Repeat the dominant shape.

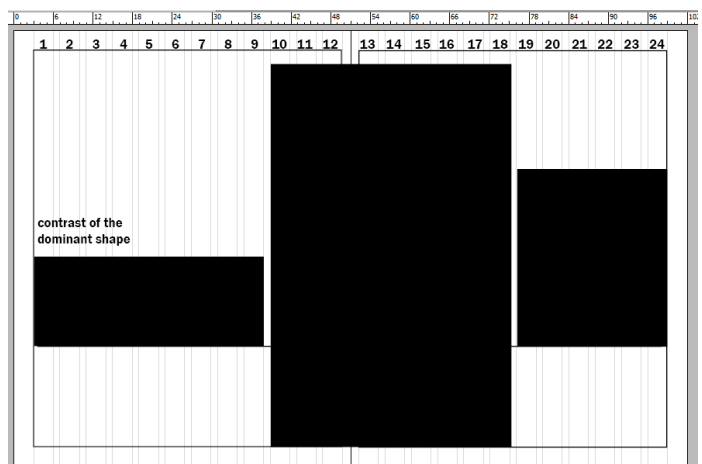
Place the next photo shape, which should roughly repeat the shape of the dominant. Notice the horizontal eyeline running across the bottom of the page. It should run several picas above or below the center of the spread and will help hold the spread together as a single unit, as well as lead the reader from one side to the other. The eyeline may be broken by a single element, here, the dominant photo.



## Step 4

### Contrast the dominant shape.

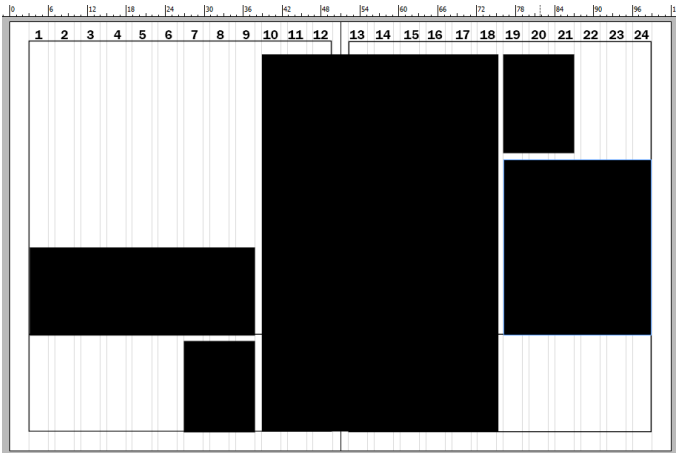
Place a photo that contrasts the shape of the dominant photo. Since our dominant was more vertical, this photo will be more horizontal. Keep in mind that you will need space for your headline, copy block and captions. All captions should touch the photos they are describing, be the width of a column and never be stacked more than two high. Never trap captions in the middle of the spread. Keep them to the outside and do not allow them to be surrounded by more than two other elements.



# Step 5

## Place other photos.

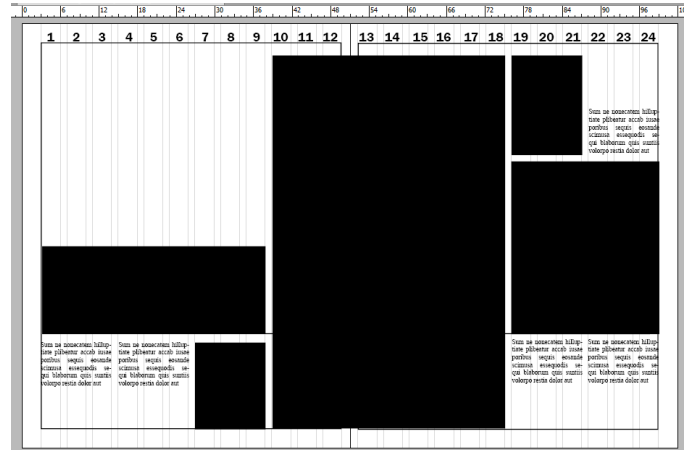
Place one to four more photographs around the dominant. Keep a one-pica internal margin between all elements. Do not leave any trapped white space. Be sure to plan for the placement of your captions.



# Step 6

## Position the captions.

Position a caption for each photo that touches that picture while maintaining a consistent one pica internal margin. Do not stack more than two captions. If you have placed your captions well, you will not need to place markers (right, left, top or bottom) because the placement and the caption should identify the photo. Make each caption at least four picas deep.



# Step 7

## Place the headline/copy package.

Devise a dynamic headline style that will effectively lead the reader into the copy block. Include a secondary headline to provide the reader more information about what will follow in the copy block. The headline package should nearly stretch across the width of the copy block. Place the copy onto the spread in the remaining space to the outside. Each column of text will be in the width of each of the individual columns. It could be either two or three columns wide. Be sure to even the length of the columns to leave no trapped white space.

