STEP BY STEP DESIGN

To master the mechanics of building a yearbook spread, let’s walk through the project step-by-step.
1

STEP

• Establish column grids, an invisible framework that will hold the content.

▪ All content elements fall within the column grid without stopping in the middle.

• For this design, a 24-column grid is used.

• The columns are spaced 1-pica apart, often called standard spacing.
The most powerful storytelling image makes the best dominant photo.

Following the column grid, the dominant photo is the first element placed on the spread.

To serve as a focal point, the dominant is noticeably larger and placed in the center, often carefully crossing the gutter.
3
STEP

- Allow the dominant photo to guide the placement of an eyeline.
- Horizontal alignment is created by placing elements above and below the eyeline.
- For best results, avoid placing the eyeline in the exact center of the spread.
The dominant photo is a powerful visual element that directs the eye.

With the strategic placement of the headline and the story module, the dominant photo pulls the reader into the design and then directs eyeflow toward the headline.

Columns are combined for displaying the stories and captions.
- Secondary photos are placed around the dominant photo.
- Contrast is achieved by using a variety of modular shapes and sizes.
- Care is taken to maintain the eyeline and to follow the column grid.
- A use of consistent standard spacing separates most of the elements. A rail of expanded spacing is also used.
Captions are placed within the column grid and to the outside rather than between the photos.

To avoid confusion, captions should be adjacent to the photos they describe.

The column grid is used to maintain a consistent width for the captions. Two columns are combined for each caption.
HORNET
SPIRIT

Que perovit ma alit officisi
etur maximuscimus essequia

Ipsam fugia sit est que etiam num is adi beronikusisae
consequi mi quaesse ermis eum, et por ant hanum duess
quantique blader adit es et, sarum non entest, sed tat.

Quia suntiaest quosum doll aut optatis int reperrum
ipiganda e melos talle eckalma megehissimus dueri quan-
tur aut doloper non curis, comminu pluteque iduent.

Uicas miliagniuit, ipsed qubis, nataliui, eum quas
aut ultima dispennino berum
num heri si quia ex eum assa-
tia si nonaque arum fuga mi

dolenrom, numet iped quodales

Ciendore ilam vellum, pos-
tio modirari? De dolupta pe-
tum enda qui doluptet inti quas-

Let's do the math

Our traditional design features:

- 26 faces
- 13 photos
- 1 feature story with quotes

Is this enough coverage?
MOD MAKEOVER

For staffs wanting more content, let’s do a MOD makeover and convert regular photo boxes into dynamic content modules!
Let’s convert the dominant module ...
… into a photo collection featuring four photos.
To tell a more inclusive story, this single photo ...
... is now replaced with four photos with personal stories.
To expand our storytelling even further, let’s turn this photo …
... into a module featuring three photos accompanied by quotes.
To add three more faces and voices to the story ...
... a single photo is now a dynamic question/answer feature.
To expand the story and include even more students...
... an infograph with survey results also incorporates photos.
Let’s finish by taking this area occupied by two candid photos …
A MOD makeover greatly expands coverage and storytelling.
Let's do the math

Our MOD makeover features:

44 faces + 18
26 photos + 13
150 survey participants + 150
10 storytelling quotes + 10
1 feature story with quotes
Creating Practice Layouts

- Create practice layouts using different styles
  1. Columnar
  2. Modular
  3. Mondrian
  4. Mosaic
  5. Clothesline
  6. Skyscraper
  7. Isolated Element

Save your practice pages as: LastName-LayoutStyle
1. Columnar
2. Modular
3. Mondrian
4. Mosaic

This Is A Mosaic Layout
5. Clothesline

This Is A Clothesline Layout
6. Skyscraper

This Is A Skyscraper Layout
7. Isolated Element

This Is An Isolated Element Layout

I'm The Isolated Element
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