

Basics of Yearbook Design

Principles of Publication Design

TODAY

*We will learn **basic**
elements of
yearbook design.*

*I will **draw a basic**
design *using the rules for*
*yearbook layout.**

ON YOUR OWN

Choose any spread you do not like visually at all out of a previously published yearbook.

With your group, talk about why you don't like it.

YOU SHOULD HAVE LEARNED

1. *Modular layout divides a page into modules for added, small coverage.*
2. *Every page gets an eyeline — an unbroken empty space that stretches in a line from one page to the next to unify the two into a cohesive unit.*
3. *Dominant photos are the biggest on the page and grow off of the eyeline.*
4. *Other photos branch off of the dominant photo.*
5. *Avoid trapped text and white space, which is surrounding on three sides by images or, for white space, text.*
6. *Have a consistent, three-degrees-of-separation spacing rule for publication.*
7. *Use rails to vertically separate and align sidebar modules.*
8. *Keep faces and text out of the gutter — the book's fold.*

BASIC YEARBOOK LAYOUT

Must have:

- *An eyeline & dominant photo*
- *6 other photos, each with captions*
- *Every margin must be established*
- *No photos or text in the gutter but the dominant.*