

Each month on these pages you will find some great idea builders you can post in your classroom. This month features a basic layout lesson you can use to teach design.

Getting a good start on design is easy. First, learn the words. You can find a glossary in the Yearbook Guide in your kit.

Then learn...

The purpose of good design which is: To subconsciously direct the reader's eye from your dominant photo to your headline to your copy. Then if your copy is good—you have them. The reader will stay on the page and get your message.

Next—remember the six basic rules of design.

- 1) **Design with a variety of positive shapes.** Use lots of different sizes of rectangular photos, headlines and copy blocks.
- 2) **Use consistent interior margins.** This means that there should be equal space between all your elements. In today's yearbook's that is usually one pica. Elements include photos, artwork, copy, captions and the headline.

3) **Create a variety of outside white space.** Treat white space like the frame on a painting. You wouldn't cut up a frame and paste it on the inside of a painting would you? Of course not! Well, white space is your frame. Keep it to the outside of your DPS.

4) **Design by DPS.** We fully realize that in many cases, especially small books, you need to put more than one subject on a DPS. That's fine. But only use one dominant photo, one headline and one copy block. Combine the coverage with a transition sentence in the middle of your copy.

5) **Always begin your design in the middle of the DPS and work out.** It will make a difference in where your white space shows up—on the outside like it should.

6) **Keep copy and captions to the outside.** It will make it easier than ever to fit the copy. If you have too much you can just leave white space since it is on the outside.

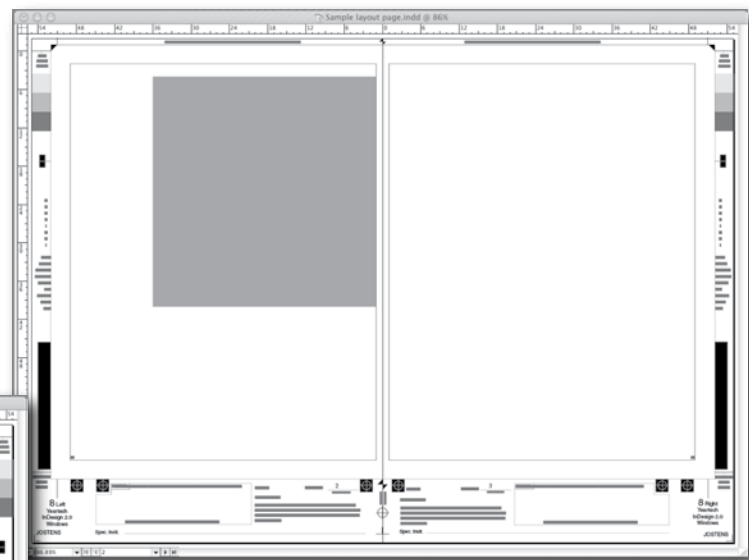
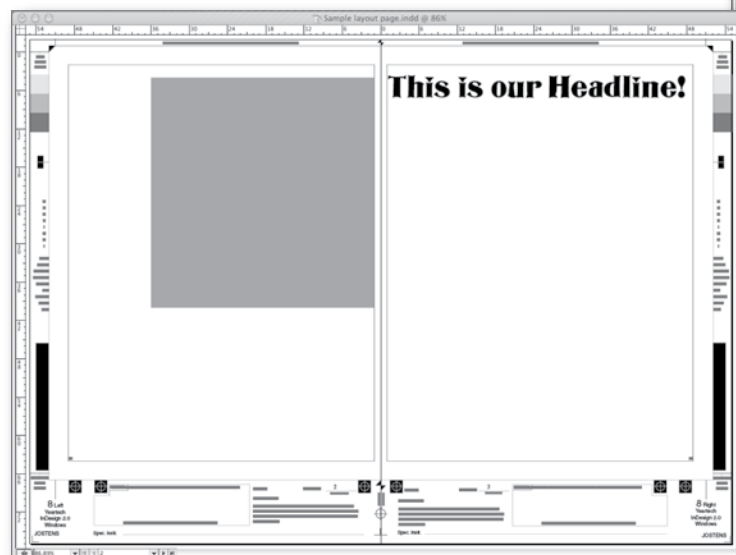
Six steps to great design

If you follow these seven steps, you'll find you have created a very nice layout. Try it. It won't bite!

Step 1: Your Stopper

Begin by drawing a dominant photo. The dominant photo, also known as the Stopper, should be at least two and a half times larger than any other photo on the DPS.

This photo should be placed to the middle of the DPS and should in some way connect to...

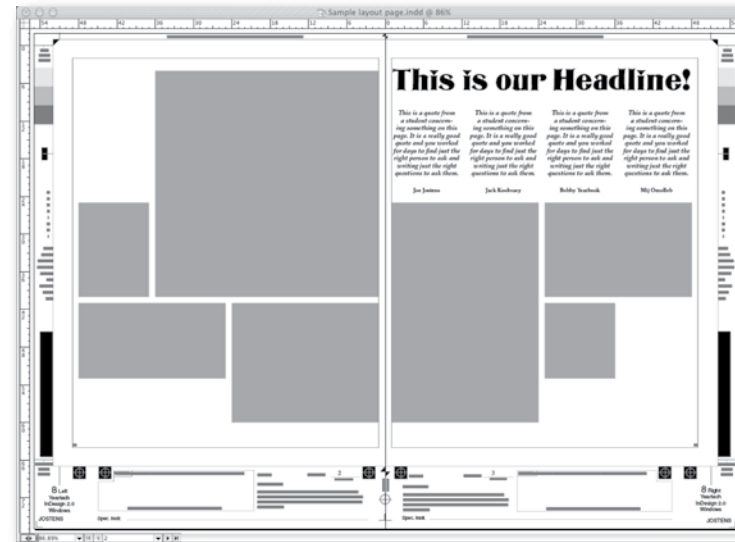


Step 2: Your Hook

Add the headline. The headline is also known as the hook. It is so much more than the words. Once you are done with it, you'll find it hooks the reader into the pages and gets them to read the ...

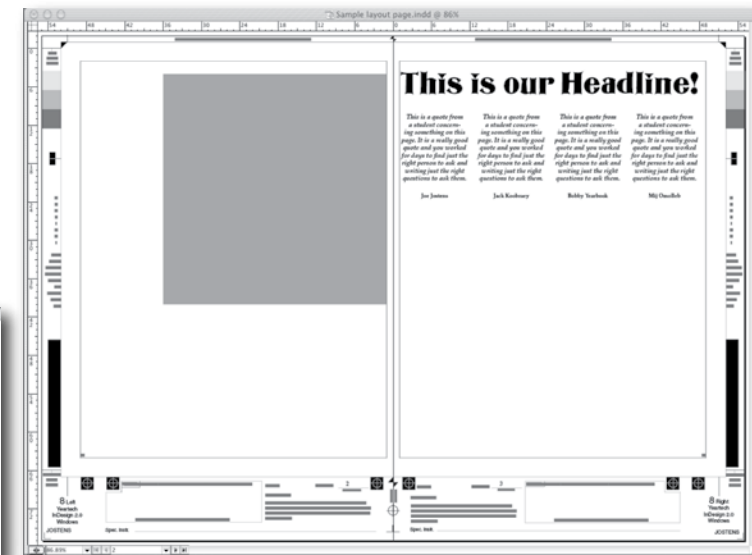
Step 3: Your Target

Add the body copy or QuickRead to your DPS. Every double page spread in your book needs a purpose and the text, copy, story, QuickRead, interview or whatever you call yours is your target. All your design efforts from the beginning through this point are to bring the reader into the story. Now you can add the...



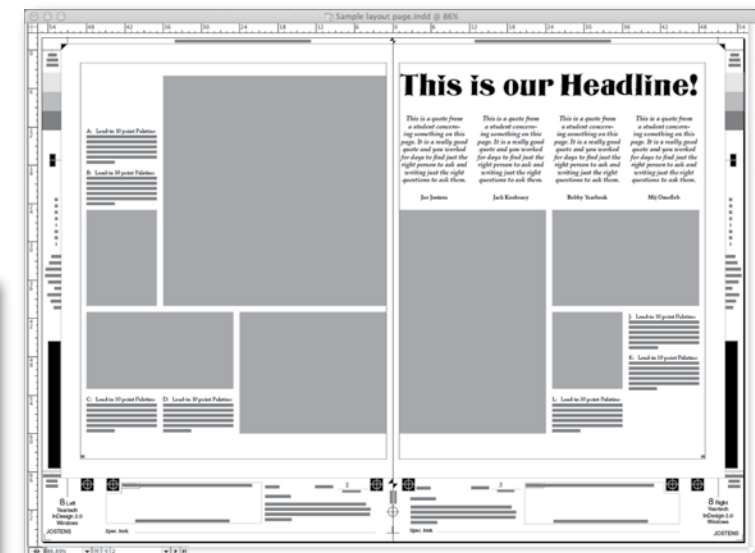
Step 5: The Captions

Add the captions. And if you have been following the rules of layout (consistent interior margins, building from the middle out) there is no where else to put them other than on the outside of the layout, where they belong.



Step 4: The Other Photos

Add your other photos. Make sure to keep them smaller than your dominant so that they are not fighting for the readers eye. They are important but it is the dominant that will stop the reader and lead them to the headline and the copy.



Step 6: Graphics

Add any graphics. But before you do make sure you are adding them for all the right reasons. Graphics should only be added when they draw the reader's eye to the target of the DPS. Graphics that don't do that are useless and should be removed.