

YEARBOOK LAYOUT DESIGN

You must learn the rules before you break them

Yearbook Layout Design Rules

- There are many ways to put together a yearbook
- There are however, certain rules that must be followed to make it successful
- In this lesson you will learn the Rules of Yearbook Layout Design

Caption: The copy that explains the Who, What, When, Where, Why and How for every photo to have

Cut-out background (COB): A photo where the background is removed

Rosa Gonzales, last year's queen, places the sash on this year's winner, Gloria Baker, 12. Gonzales also placed the crown on Baker's head in a ceremony near the backdrop that the marching band used for its halftime show. "I was so overwhelmed, I couldn't figure out what Rosa was doing at first," Baker said.



Dominant element: The largest eye-catching photo or collection of photos or elements on a spread



Sara Smalley, 11, Eric Wilson, 11, and Jane Everett, 11, cheer the team in a special section in the stands created by the juniors.
The band stays in the stands in the last half of the game to keep spirits up. Usually the band took a break after halftime.

Crowning Gloria

Victories by two long-shots – the homecoming queen and the football team – make for a spectacular homecoming. By Renee Young

Becoming the 2013 homecoming queen was not a dream come true for Gloria Baker, 12. She never imagined that she would be selected.

"I had never thought much about it. And then my friend Zoe (Reagan, 12) and a couple of cheerleaders talking to me said I should get in

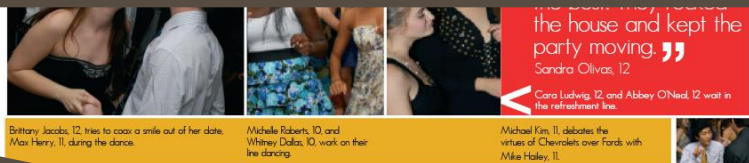
Zoe went to Ms. Allen, the chemistry teacher, asking her to nominate Baker.

"I'm so glad Zoe came to me. Gloria is a great, all-around girl who doesn't seek much attention," Allen said. "She's smart and has lots of school spirit. She's on the Scholar's team. Maybe this honor will help with recruiting."

Teachers nominated six senior girls for homecoming queen – Baker, Amanda Noble, Krista Doan, Jenny West, Megan MacArthur and Lisa Donovan. Students voted for their choice on Tuesday before the Friday night game.

Baker was honored to be recognized by her classmates. "I'm

Eyeline: A one-pica line that connects the left and right pages; all design elements should sit on or hang from this line



Britany Jacobs, 12, tries to coax a smile out of her date, Max Henry, 11, during the dance.

Michelle Roberts, 10, and Whitney Dallas, 10, work on their line dancing.

Cara Ludwig, 12, and Abbey O'Neal, 12, wait in the refreshment line.

the house and kept the party moving." Sandra Olivas, 12

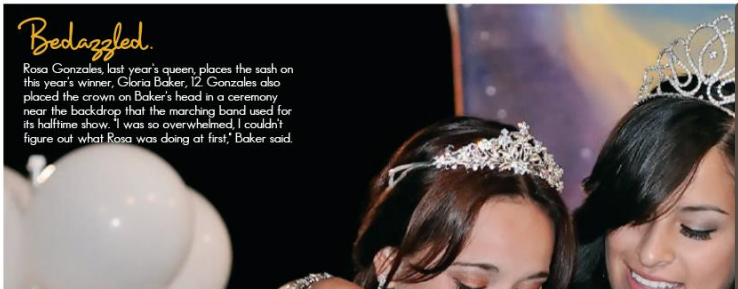
External margin: A margin of white space that will frame the page

Folio tab: Words or phrases accompanying the folio identifying the content are called folio tabs

book spread

help tell the story of the year

Double-page spread (DPS): Two facing pages; the left page is an even number



Bedazzled.

Rosa Gonzales, last year's queen, places the sash on this year's winner, Gloria Baker, 12. Gonzales also placed the crown on Baker's head in a ceremony near the backdrop that the marching band used for its halftime show. "I was so overwhelmed, I couldn't figure out what Rosa was doing at first," Baker said.

Internal margin/spacing: A consistent amount of white space between elements; traditionally, this has been one pica. For this design unit, it shall remain one pica.

Headline: Word or words set in large type that attracts the reader to the spread; headlines traditionally are placed above copy blocks



Sara Smalley, 11, Erica Wilson, 11, and Janie Everett, 11, cheer the team in a special section in the stands created by the juniors.

The band stays in the stands in the last half of the game to keep spirits up. Usually the band took a break after halftime.

Crowning Gloria

Type: Printed letters or characters

White space/negative space: The absence of any element

Victories by two long-shots — the homecoming queen and the cheerleaders — make for a spectacular homecoming. By Renee You

Becoming the 2013 homecoming queen was not a dream come true for Gloria Baker, 12. She never imagined that she would be selected.

"I had never thought much about it. And then my friend Zoe (Reagan, 12) heard a couple of cheerleaders talking about it, and she said I should get in the running."

Zoe went to Ms. Allen, the chemistry teacher, asking her to nominate Baker.

"I'm so glad Zoe came to me. Gloria is a great, all-around girl who doesn't seek much attention," Allen said. "She's smart and has lots of school spirit. She's on the Scholar Bowl team. Maybe this honor will help with recruiting."

Teachers nominated Gloria Baker for homecoming queen. Amanda Noe, West, Meg Donovan, and choice of night gown.

"It is a great honor to be recognized by my friends and classmates. I'm thrilled to wear the homecoming crown for the first time this year," Baker said.



Brittany Jacobs, 12, tries to coax a smile out of her date, Max Henry, 11, during the dance.



Michelle Roberts, 10, and Whitney Dallas, 10, work on their line dancing.

This year's band, Musical Spectrum, was the best. They rocked the house and kept the party moving. " Sandra Olivas, 12

Caro Ludwig, 12, and Abbey O'Neal, 12, wait in the refreshment line.

Pica: A journalistic unit of measurement; one pica = 1/6 of an inch

The place where the lines meet; the gutter is as wide and is for the book comes together.

Logo: Artwork used to represent a company; logos can be a unifying graphic for the yearbook theme

Yearbook Vocabulary

- **Spread**

- Two facing pages that form a visual unit.

- **Gutter**

- Extra pica between facing pages that allows for binding.

- **Eyeline (AKA visual center)**

- Horizontal line off of the true center established by one pica of white space.
- All elements should “hang” off of this line except the dominant photo, which should be crossed by it.

SPREAD

BIG GAME WEEK



Big Game Week is a time of excitement and anticipation for students and faculty alike. The week is filled with a variety of events, including games, performances, and social activities. The mascot, a large, furry creature, is a central figure in the celebrations. The school building is illuminated at night, creating a festive atmosphere. The crowd of spectators is a testament to the school's popularity and the excitement of the event.

Dive In

Swimming is a popular sport at our school, and the diving team is no exception. The team consists of several members who are dedicated to their sport. They practice regularly and compete in various events. The diving team is proud of their achievements and looks forward to future competitions.



Swimming is a great way to stay active and healthy. It's also a fun way to spend your free time. If you're interested in learning more about swimming, visit our website at www.scholarship.com.

Spring

Celebration For the Future



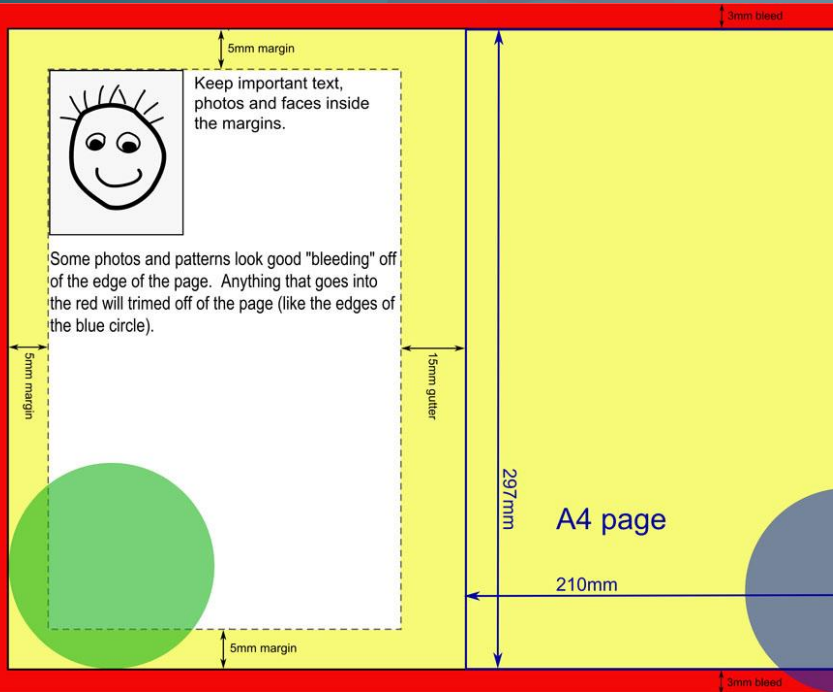
- Academics 160 - 163
- Student Life 164 - 171
- Arts 172 - 177
- Organizations 178 - 181
- Sports 182 - 193
- Mini-Mag 194 - 197
- People 198 - 233



Spring is a time of celebration and reflection. It's a time to look back on the past year and look forward to the future. The school community is proud of the achievements of its students and faculty. We look forward to a bright and successful future for all.

by Brye Adler

Gutter



Some photos and patterns look good "bleeding" off of the edge of the page. Anything that goes into the red will be trimmed off of the page (like the edges of the blue circle).



HOPE
FOR A FULFILLING EXPERIENCE



High school yearbooks have survived with a very strange recipe that hasn't changed much over the decades. That recipe starts with the idea that your school contains the brightest scholars or finest athletes. Or both. Next, it puts the grandest dreams about the future alongside the silliest sayings about study hall. Toss in some photos, a bit of verse, awful puns, kvad ads. Then charge a hefty fee and encourage buyers to scrawl all over their new merchandise.

It's like working nine months to build a splendiferous monument in the hopes it will be forever and that people will beg with gratitude at the unveiling.

Sometimes it works.

While overgrown and magazines struggle for breath, trying to keep up with *Vibe* and *Fast*, one of the oldest, most iconic and least profitable of periodicals—the landmark yearbook—has kept publishing strong.

Granted, some colleges have dropped their yearbooks and some high school annuals are declining in popularity as electronic distractions grab attention and yearbook prices slip. But many Central Florida high schools say that sales remain steady, even in slow recovery.

Appleby, High student Susan Shadwin says she and her friends enjoy social networking sites in cyberspace, but she wanted to work

on the yearbook precisely because it made that one page appear. Life issues of today's 400-page volumes and you sense that those handwritten, freeround notes will endure even as memories fade.

They'll still be around long after hard drives crash and one technology displaces another.

You can't use big floppy disks from the 1980s with today's computers. But you still can open up the 1974 photo archives of Orlando High School and love the Thoreau, Thelma, Cyne and Lucille issue a writer's moment to distinguish themselves forever. "It is doubtful if the first city of Orlando will ever again witness such a brilliant, generous and all-around good idea."



You're the best!

Nowadays the yearbook business tends to be more individualistic. Schools still stress six- to eight-page color volumes written by family members at about \$100 a pop. It gives parents a chance to say how they think the fair city of Orlando or Appleby at Kaitiaki will ever witness such a bright star again.

Recent High yearbook editor Renee Burke says the ads will still become many parents may complain in all aspects of their message lines, including sharing up with centers through full-page yearbook ads. They just feel like because the ad help defray the \$120,000 needed to publish the annual.

"It's not like they even a writer," Burke says of the volume pages. "They want that immortal." And so she adds, she says of the family photos and parent accolades. "They do look beautiful."

That's quite a change from the days when ads in the back of a yearbook were mostly just a chance for local business to put in a good word about their former customers and workers.

Appleby notes and to get find value from the local manufacturers: "Rakon Parts, Markham Parts, Compendium, The Guiding Star of 1974." And in celebration of that year's crop of students, the company proudly displayed photos of some of its finest marketers.

But the phony-sounding that honored Georgian, Tim, Judy and Jeff have been replaced by group names like Appleby, Shalin, Kaitiaki, Artin and Phasing training their history, character, nature and determination. They seem like good kids, but each page of praise seems would have occurred in the pages of William, Cyril, Stanley and Cyne from Orlando High's golden-era yearbook of 1924.

Early yearbooks offered lined pages for classroom's autobiographies, as well as boxes, numbered lines names written wherever, offering good wishes, mutual praise and even approval—what we kids of all ages. But the typical and the long also offer windows into shifting cultural mores.

If the 1954 *Diary of Winnie Garden* Lakewood High is any indication, there was once an urgent need to remind everybody that to succeed you just need to "stay sweet as you are through the years."

By 1965, at Edgewater High in Orlando, Larry was scribbling to "Gains, these unusual words that defined these era: 'Rise Hell, you said fella!'" But Brian happily admitted the best part of generosity was talking with his friend while the teacher frowned on: "I don't think either one of us learned anything did we? If we did, it wasn't useful!"

By the 1980s, you could see a more fun in a yearbook, and by 1990, the byword were "Have a real moment!" And don't forget to K.I.T.—keep in touch. By 2010, it was K.I.T.E.N.—This is for me.

Today, you find abbreviations such as rock as TIG (I love you) and K.I.T. (just kidding). But a new trend has taken hold: Yearbook notes are accompanied by hand-drawn sketches, funny doodles and colorful attempts at bold, forward language.

Dear Yearbook, We'll miss you!

Once published, a yearbook won't go through content reviews like a Facebook page, but its cover often will. Maybe that's why a "good find" such as *Times* by Paul Jones has yearbook crew through it evokes a number of feelings—some memories of a simpler time and sleep during at selling the year as an annual item.

"I didn't like parts of high school," Burke says. "I didn't find like 'in it.'"

Nora 03 and a successful Orlando ad campaign. Back members bring a self-con-

"IT'S THE GREATEST TREASURE YOU CAN HAVE FROM THAT TIME. YOU DON'T REALIZE IT UNTIL YOU GET OLDER."

—Team by Buck, Edgewater Class of '05



Eyeline

Rocking the House

By [Name] and [Name]

For [Name] and [Name], the best thing about being a cheerleader is the fact that they can be seen in the spotlight. In their day, they receive attention and love from the crowd, just a little better than athletes. [Name], 16, is a cheerleader for [Team]. She says she has never been to a game where she has seen a cheerleader get a bad rap. "I've never seen anyone get a bad rap," she says. "I've only seen people get a bad rap for being a cheerleader." [Name] and [Name] are both cheerleaders for [Team]. They say they love being in the spotlight and that they have never been to a game where they have seen a cheerleader get a bad rap. "I've never seen anyone get a bad rap," she says. "I've only seen people get a bad rap for being a cheerleader."

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"Being a cheerleader is really a job when you make an entrance and deliver all the cheer with support." — [Name]

From left: [Name] and [Name] are seen cheering during a game. [Name] is seen in action during a game. [Name] is seen in action during a game.



[Name] is seen in action during a game. [Name] is seen in action during a game. [Name] is seen in action during a game.



eyeline

[Name] is seen in action during a game. [Name] is seen in action during a game. [Name] is seen in action during a game.



[Name] is seen in action during a game. [Name] is seen in action during a game. [Name] is seen in action during a game.

Design Elements

Photos

- Images originating from a camera.
 - Photos form the core of the layout and should be designed first in a “**pinwheel**” formation.

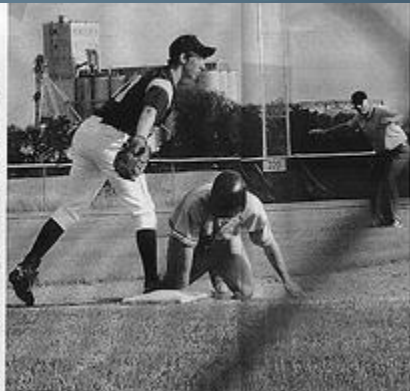
Photos in pinwheel

SEPT. After a 10-year hiatus, baseball returned to the area. Coach John, 70, signed the first contract for the program. Through the winter and early spring, the boys were at the work shop in the double health center. (Photo by John Miller)

SEPT. 10 Coach John Miller, 70, signed the first contract for the program. Through the winter and early spring, the boys were at the work shop in the double health center. (Photo by John Miller)



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Swing of things

By Tom Miller
 The boys' baseball team, coached by Coach John Miller, 70, signed the first contract for the program. Through the winter and early spring, the boys were at the work shop in the double health center. (Photo by John Miller)

Scoreboard

| | |
|-------------|----|
| Wheaton | 10 |
| Amherst | 1 |
| Seneca | 1 |
| W. Virginia | 10 |
| Brandy | 1 |
| W. Virginia | 10 |
| Forest City | 10 |
| GT | 10 |
| Perquimans | 10 |
| Orange | 10 |
| Stratton | 10 |
| Beaver | 10 |
| W. Virginia | 10 |
| Roanoke | 10 |
| Monticello | 10 |
| Stratton | 10 |
| Shelton | 10 |
| Shelton | 10 |
| Shelton | 10 |
| Shelton | 10 |



SEPT. 10 Coach John Miller, 70, signed the first contract for the program. Through the winter and early spring, the boys were at the work shop in the double health center. (Photo by John Miller)

Favorite Traditions

This time the night was with the...
 With the traditional...
 The night was the biggest...
 Coach John Miller...
 When John Miller...
 About John Miller...
 The night was the biggest...
 Coach John Miller...
 When John Miller...
 About John Miller...



John Miller...
 The night was the biggest...
 Coach John Miller...
 When John Miller...
 About John Miller...



John Miller...
 The night was the biggest...
 Coach John Miller...
 When John Miller...
 About John Miller...



Jumping into the Heat

Summer is a time to spend with family and friends...
 The night was the biggest...
 Coach John Miller...
 When John Miller...
 About John Miller...

Yearbook Photography Rules

- There must be a **dominant photo** (about twice the size of other photos)
- Other photos should “**hang**” off of the dominant photo, the eyeline, and be grouped toward the center
- **ONLY 5-7 photos per spread** , **ONLY odd numbers**
- Leave room for captions near to **EVERY** photo.

Dominant photo GOOD Examples



RACE TO THE FINISH Sophomore Laura Favallo finishes the race at the Ferguson Club Meet Oct. 7. Runners worked at improving their times during their practices. "There are some really long and difficult races that we work on in the end and we get used to the terrain," Favallo said.



SUPPORT SYSTEM Sophomores Heidi Carter and Jack Reed cheer each other after competing at the Ferguson Club Meet Oct. 7. Junior Emily Terrell and sophomore Hannah Stebbins are behind the lines. The runners cheer each other during the races and congratulate each other after races. "We encourage each other and all of each other we can do it," Carter said. "There were a lot of things that helped the team to finish."

ASPIRING SUCCESS

CROSS COUNTRY TEAM BEGINS SEASON WITH HIGH EXPECTATION OF WINNING STATE TITLE

STORY BY JALENCA GAL, JOHANNA RODRIGUEZ
PHOTOS BY JOHANNA RODRIGUEZ FOR NIAA PHOTOGRAPHY

The cross country team began the season hoping it could live up to its number one power team ranking by The Miami Herald. After a successful season last year, the girls were determined to regain a state title, which has not been achieved by the team since 2004.

"We were choosing to win states and we were trying to better our times throughout the season, up until the state championship," junior Cristina Brea said.

The team began conditioning the first Saturday after the school year ended. Both as a team and as individuals, the cross country runners have been preparing for open terrain races distancing exactly 3 kilometers, or 1.7 miles, for quite some time.

"Afternoon practices started right away," junior Emily Terrell said. "We had practice at six in the afternoon and ran different workouts [at Tropical Park]. In July we also started morning workouts at the gym [and] afternoon workouts at six."

Although the team did not win the state title this year, Coach Rubenca Rodriguez Michalski led the team to compete in the state championship. Rodriguez-Michalski replaced former head coach, Amy Montalvo, at the end of last year. Although the team members felt the loss of Montalvo's departure, they were comforted with the idea of a familiar leader, Rodriguez-Michalski, becoming the new head coach.

"She was a good coach this year," junior Hannah Baragan said. "She never missed [a practice] except for when she had her baby."

Many of the girls on the team were returning runners from last year. Senior Nestalva Rodriguez, junior Cristina Brea and sophomore Alessaika Valdes were among the top runners expected to lead the team throughout the season.

"In states overall, everyone pretty much ran a good race," Brea said. "I am proud of [all my teammates] and happy to have shared this season with them."

The team finished the season as district champions and second runner-up at the state championships. Although the team did not win the state title, the juniors, sophomores and freshmen are once again optimistic.



ATHLETES ROOT Junior Alessaika Valdes and senior Nestalva Rodriguez had the most of the state at the Ferguson Club Meet Oct. 7. Senior Alexa Bialik, Alessaika Valdes and Kristina Sanchez ran through a puddle. Freshman Heather Lindale talks to coach Rubenca Rodriguez-Michalski before the race. Long hours of training give runners confidence during their races. "When I start a race, I'm scared about the outcome but I am confident in my training," Valdes said. "I guess I just pattern to the best of my abilities."



Dejà vu.

As we stepped for our first day of kindergarten, the thought of reaching school was never in our minds. When we did enter high school, we found the information we had been taught was the foundation for our high school curriculum. For 178 days, teachers continued to build on the previous learned curriculum. Although other aspects of the year changed, academics seem to stay the same. It is the same routine day after day. Take notes, take tests, do vocabulary, take notes, take tests, do vocabulary," Hailey Arens, 10, said. Sitting through the same classroom lectures and assemblies enabled students to feel as if they were having DEJAVU. Story by Erica Armstrong.

TRUMPET SOUND Student playing trumpet during a school event.

Design Elements

Text

- Display type such as headlines and titles should be large and attention getting.
- Body text such as stories and captions should be smaller but easy to read.

TEXT

- **Ascender:** The part of a lower case letter that rises above the main body of the letter
- **Bold :**Type created with a heavy stroke. Bold type adds emphasis
- **Centered type:** Both the left and right sides of a block of type are uneven
- **Condensed:** The font width is narrow, but the height remains the same
- **Descender:** The part of a lower case letter that extends below the main body of the letter
- **Drop initial (Drop cap):** A highlighted letter that is set into the text that has the remainder of the text indented to accommodate the letter
- **Extended:** The font is made wider and the height remains the same

TEXT

Italics The letters are slanted to the right: used to contrast the normal version of the font

Justified type: Type alignment vertically even on both the left and right sides of a block of type

Kerning :The space between characters in a font

Leading: The negative space between lines of type; measured in points

Light: Type made with thin lines

Point: A journalistic unit of measurement; a point = $\frac{1}{72}$ of an inch; 12 points make up a pica. Type and graphic elements are measured in points and picas

TEXT

Sans serif (without feet): A font with no finishing strokes at the ends of each letter (traditionally works for headlines)

Serif (feet): A font with a decorative finishing stroke at the end of the letter (traditionally works for body copy/captions)

Text wrap: Columns of text will flow around a graphic, art or photo

Ultra-light: Type made with very thin lines

Weight: The width of the lines that create a letter

Width: The horizontal measurement of a font

Text

Students Let Loose and Show Their True Spirit

By Dan Fenley



"Spirit and fun are not just for kids," Mr. Hoke

Expressive Times

The only colors seen during Homcoming week were green and white. A spirited and proud sense then united with an enormous group of underclassmen to paint the school (and themselves) green. Students expressed their spirit in a wash of green and white, painting everything from faces to cars. They danced exuberantly with their infectious displays of school spirit throughout the week. Jonathan Lee said, "Homcoming week was crazy. It was funny to see everyone dressed up, and it was fun being a male cheerleader at the pep rally." School activities were not the only way students celebrated Homcoming week. Others chose to dress up in accordance to designated days, which included Tacky Day, Gosh Day, Twins Day, and Senior Drive Up Day. The vibrant and spirited student body excited the new students, who quickly got caught up in all the celebrating.

Shawn Houston said "Homcoming week was wild and fun. It was new for me because I've never been to this school." Whether they had been here for five years or first weeks, everyone made Homcoming a week to remember.

On Tacky Day, Maedeh Melkayee and Cassidy Hinkley take time out of class to address each other's attire. As the week surrounding week of the school year, Homcoming Week gives the students the chance to showcase their personalities.



▲ In the above photo, ► Watching the Buckle Reef, Adam Bogan, ► Watching the Homcoming pep rally, Joe



▲ While judging Homcoming Letters, Robert Hesse and Charlene Mitchell spent their enthusiasm by showing up for Tacky Day. Tacky Day was one of the most popular days among the student body because it required students to show their creativity. News could

From a different point of view.

From a different point of view.

An Unforgettable Tradition

Thirty-three seniors and juniors studied in their spare time for green shirts and programs. Thus began the increasingly and unforgettable tradition of male cheerleading. After spending several afternoons practicing routines, the male cheerleaders performed before the student body at the Homcoming pep rally with the help of the real cheerleaders, Laura Ashley-Renwick, Christine Jackson, Marissa Torres, and Brittany Simpson. Jason Carlsbach said, "It was a fun and crazy week. It was also great being a male cheerleader."

Cross Country Going the Distance

Blood, sweat, and tears. That was the quote written on the bracelets worn by the 32 members of the 2008 Bucknell women's cross country team. The hundreds of summer miles paid off with a win at home at the Bison Open. They lined up midseason next to 40 plus teams at the Paul Short Invitational, placing 12th among nationally ranked teams. The team put forth a "blood, sweat, and tears" effort, placing second at the Patriot League Championship at Lehigh University on November 1st. Freshman Stephanie Fulmer was named Rookie of the Meet and received an All-Patriot League award for her 2nd place finish, along with roommate Caitlin Cavanaugh who placed 12th, receiving a 2nd All-Patriot League award. The highlight of the season was the Mid-Atlantic Regional Championship at Princeton University where the ladies battled through muddy trails to place 8th out of 26. Senior Gillian Nordquist, co-captain with Jessica Hibbert noted that, "We always work well together during races and push each other to run our best, but the teamwork during Regionals was stronger than it's been all season."

The Bucknell men's cross country team started off the year with a first place finish at the hilly Detroit Titan Invitational course. Junior co-captain Andrew Huebner, junior Connor McNamara and senior co-captain Clinton Orloski led the men to 2nd place in a competitive meet at the Buffalo Stampede in Buffalo, NY. The Bison battled it out at the Patriot League Championships on November 1st, placing 5th overall. The highlight of the season was Mid-Atlantic Regional Championship at Princeton University, where the Bucknell men proved predictions wrong. The team was not ranked in the top 15 going into the race but unleashed their endurance by placing 12th overall in the 10k race. -Sarah Moniz

Coach's Corner

"Beating Penn State on the road and on national television was a great day for the program. It was the first time we had beaten PSU in 40 years. Doing so in front of such a large audience made it even better for our student-athletes."



Head Coach Brenden Nash



Above Left: The men's cross country team begins the race by taking the lead. The men finished first in the Bison Open and the Detroit Invitational this season. Above Right: Senior Kim Hansen strides around the corner to get to the finish line. Hansen placed 7th out of 91 at the Dickinson Invitational to help the Bison finish 4th. Right: With senior Gillian Nordquist in the lead, the women's cross country team slides together. Co-captain Nordquist had three top 15 finishes in her final season.



Above: From left to right, seniors Joe Foley, Clinton Orloski, and Donald Nanner stay together during the race. In his final season, Orloski had three top ten finishes for the Bison.

| Men's Cross Country | |
|-------------------------|------------|
| Division | Result |
| Bison Open | 1st of 4 |
| Detroit Invitational | 1st of 13 |
| Buffalo Stampede | 2nd of 11 |
| Dickinson Invitational | 4th of 13 |
| Paul Short Invitational | 12th of 40 |
| Patriot League | 5th of 13 |
| Mid-Atlantic Regional | 8th of 26 |
| MAAC Championships | 12th of 24 |
| CAA Championships | 11th of 30 |

| Women's Cross Country | |
|------------------------------|------------|
| Division | Result |
| Bison Open | 1st of 4 |
| Detroit Invitational | 1st of 13 |
| Buffalo Stampede | 2nd of 10 |
| Dickinson Invitational | 4th of 13 |
| Paul Short Invitational | 12th of 40 |
| Patriot League | 2nd of 13 |
| Patriot League Championships | 2nd of 9 |
| Mid-Atlantic Regional | 8th of 26 |
| MAAC Championships | 7th of 25 |

Text Rules I

- **Headlines : Primary & Secondary**
 - MUST include at least **one verb**
 - Must lead **directly into** lead idea of story
- **Titles**
 - No verb necessary
 - **Applies to the focus** of the spread, not the story
 - **Large**, at least 24 points
 - Traditionally Sans-Serif fonts that match the spirit of the spread

Headlines & Titles



the comeback kid

While leaving school at home due to her father's military work, she's now back to work at graduation.

the price we pay

bristen parker

| | |
|-----------|-------|
| senior | \$100 |
| junior | \$75 |
| sophomore | \$50 |
| freshman | \$25 |
| total | \$250 |

wayne hawks

| | |
|-----------|-------|
| senior | \$100 |
| junior | \$75 |
| sophomore | \$50 |
| freshman | \$25 |
| total | \$250 |

60

help someone in need

When Cougar Community's Commitment Club's executive board heard about Northwest's Dollar Day should be about.

50 percent of students reported donating some money to Dollar Day

CCC teacher Ron Popola

CCC presidents Ben Davis

European History teacher Beth Jersich

Sophomore Sara Kozel

60

Text Rules II

- **Body text**
 - Body – the story text
 - Captions – blurbs beside photos
 - Bylines – photographer name/author name
- **Must be easily readable**
 - Traditionally Serif font – with serifs
 - Should be split into small gray areas

TEXT

Fonts You Will Need

Once you have a theme and cover, choose fonts for the entire book.

1. Choose a **decorative font** to depict your **theme**.
 - a. Use this decorative font to enhance, not to tell the story
 - b. Use this font as a graphic treatment
2. Choose a **contrasting font** in either a serif or sans serif as your **headline style font**
 - a. All headline styles should be written in this font
 - b. Headlines traditionally have sans serif fonts (Myriad, Helvetica)
3. And finally, a **body copy, caption, names font**
 - a. Use this font throughout your book
 - b. Decide on a size 8-12 points
 - c. Pick a folio font for page number, section name, page content

Body Text & Font



playing with the
forceps, since these
forceps watches the comple-
tion of a lab experiment in
his advanced chemistry
class. The superman in-
volved mixing permits to
discover the percentage
of zinc in their composi-
tion. This represents the
number one degree of all
A.P. Chemistry students
to give a look to Mrs.
Stevens' grading lab re-
ports. Navor said, photo
by Jason Collins,
Illustration by Nando
Vasquez

S
P
I
T
mind [no:]

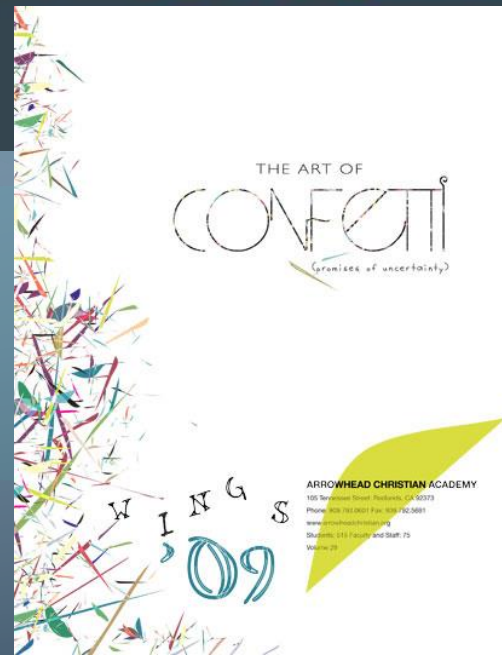
The person I can relate to the most from history, is Marie Antoinette, particularly when I go to Wal-Mart on a Saturday. [Rachel Anderson] • I have never let my schooling interfere with my education. [Mark Twain] • Literature contributes to how people express themselves. Science and math help you build a better understanding of how everything works. Electronics shape our lives. [Veronica Enriquez] • Our generation is into instant gratification and finding ways to carry it out. We don't want to think. [Alejandro Marquez] • A word to the wise ain't necessary, it is the stupid ones who need all the advice. [Bill Cosby] • Most of us view learning as a means to an end. [Timothy Anderson] • Perfection is achieved, not when there is nothing left to add, but when there is nothing left to take away. [Antoine de Saint-Exupery] • We are all walking metaphors. [Zack Mercaado]

Design Elements

Art

- Lines, boxes, gradients and drawings
 - should **enhance** a layout
 - should **add meaning** or order
 - Not merely decorations

Art



Design Elements

White Space (AKA Negative Space)

- An area of the layout that has NO text, photos, or art.
- Should be **planned**
- Should be used as an effective way **to separate** elements
- Should be used **to lead the eye**

White Space Rules

- No trapped white space!! - make it purposeful
- Consistent internal spacing - same throughout
- USE white space to lead the eye
- Use it to establish a 1 pica Eyeline - visual center
- Use it to establish Simplicity

Art Rules

- **Illustration/Graphics**

- Should **enhance**, not merely decorate
- Drawing/Graphic that **takes place of photo** or that gives information

- **Page elements**

- Often used to associate or dissociate from **theme/idea/spirit**
- **Rule lines MUST be consistent** - use the internal software ruler

Graphics



Your Assignment

- **Create a Title or headline Page for one of the following sections**
 - **Opening Page –**
 - **Table of Contents -**
 - **Seniors**
 - **School of Rhetoric**
 - **HS LIFE**
 - **School of Logic**
 - **MS LIFE**
 - **Staff**
 - **Events**
 - **Athletics**
 - **Clubs**
 - **ERA LIFE- CANDIDS**
 - Jostens – Page Designer Software
 - Employ EACH of the elements from this PowerPoint.
 - Make sure you know the difference between the shape tab and photo tab – begin adding some photos
 - You may use graphics from the internet or on the Jostens Website

Your Assignment, Continued

- **You MUST get your topics and layouts approved by Ms. Bailey BEFORE getting on a computer!**
- Spread Map
 - You MUST map out your mock spread on paper before you begin computer work.
 - Design the photo layout and text placement
 - Plan the titles, headlines, etc.
 - 20%