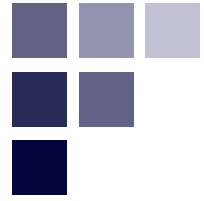


BY THE RULES: YEARBOOK DESIGN GUIDELINES



Design work is specific work with specific standards. Here's a cheat sheet for some of the standard guidelines for yearbook design.

PHOTOGRAPHS:

- Each spread needs a clear dominant element, whether it is one large photo or a module of closely-spaced photos.
- Photos should appear in a variety of sizes and shapes: large, medium, small; tall rectangles, horizontal rectangles and squares.
- Most professionals avoid shapes like stars, triangles and hearts.
- Photos should achieve variety in content including groups, individuals, close-ups and distance.
- Photos should be placed so content leads the eye into the spread rather than off the edges.

CAPTIONS:

- Generally in 8 or 10 point type. Some club and middle school books are smaller (size 8 or 7) and can get away with using as small as 7 point type for captions.
- Captions should be placed next to (above, below, left, right) the photo it is describing.
- Caption width should be consistent in individual modules, and ideally across the entire spread.
- Group captions may be used, but avoid clustering more than two summary or expanded captions together.

STORIES:

- Generally in 10 point type. In smaller (size 7 or size 8) yearbooks, 9 point type is acceptable.
- Stories are often placed to the outside of the spread.
- Primary headline should appear with the story.

PRIMARY HEADLINE:

- Largest type on the spread.
- In size, it can range from 24 to 200 point or even larger.
- It should be designed to employ a variety of typographic and graphic techniques.
- It should be supported with a secondary headline.

SECONDARY HEADLINE:

- Placed above, below or beside the primary headline.
- It generally appears in 14 to 18 point.

PLANNED WHITE SPACE:

- Each package (or series of elements on a page) should use consistent spacing.
- Be sure to include extra space between lines of text in a story to allow for readability.
- A rail, or extra-wide space, may be used to add contrast and frame or separate packages within a page.