

14+ LOOKS FOR A GREAT BOOK

USE POWERFUL PHOTOS The images are the first thing your readers will notice, so emotions are as important as the action. To tell the best story avoid the use of posed photos and “mug” shots taken against a brick wall. **CRAFT COMPELLING COPY** Stories and captions include quotes, specific details in an objective report of the year. Capture the moment of the event but don't rely only on your opinion. Your job is storytelling through yearbook journalism not creative writing. **FIND YOUR VOICE. Let the tone of the copy reflect the personality of the book. Find inspiration in ads, websites other publications to make the voice your own. The voice could be serious, playful, sassy, spirited or fun. Be certain the visual and verbal have the same voice. TELL THE STORY IN A VARIETY OF WAYS.** There is no one way to tell a story. Use alternative storytelling options to provide information in the most effective, efficient manner. **DESIGN WITH INTENT** It's your job to help the readers consume the content you've presented. An organized layout makes it easy to tell what's important and what's related. **USE HIERARCHY TO GUIDE READER.** Direct the reader around the spread with packages and headlines which tell the reader the order the page should be examined. **UNIFY WITH THEME** Choosing a phrase or idea that relates to the school and the year will help you create a cohesive volume that will make sense to your community. In addition, your theme will give the book its own personality and set the scene to tell the story of the year. Include theme inspired stories in every section of the book. **KEEP COVERAGE FRESH.** Topics included in your publication every year need a fresh new angle to keep your readers interested. Consider using a Maestro or team approach to coverage. **MOB COVERAGE — Many reporters. One topic. Blended coverage.** also important to brainstorm ideas that are specific to each year/event to create a stronger record. **COMMUNICATE WITH TYPE** While your display type will echo your publication's personality, the font choices you make for copy, captions and more are equally important. Choosing a large font family with lots of weights and widths is one way to have both variety and consistency. **USE GRAPHICS WITH PURPOSE** Effective communication is all about limiting your choices. Make sure that the devices and techniques you use on your pages have a clear purpose other than decoration. **REMEMBER YOUR ROLE** Major responsibility comes with your position on the staff. It's your job to make sure everything is covered, everyone is included, everything is accurate and the publication is easy for your readers to follow and use. **EVERYTHING YOU DO MUST BE A READER SERVICE.** Whether it's copy, graphics, type selection, design photography or organization, always keep the reader in mind. Make it easy for the reader to find and understand the story. **ENHANCE VISUAL MESSAGES** Keep your eyes open for new ideas and pay attention to the way the pros let their readers know which elements are most important and where to go from there. Use techniques like partial cutout backgrounds, layering, depth of field, framing and unusual angles to make photos unforgettable. **MAKE WHITE SPACE WORK FOR YOU.** There used to be a single answer for how much space belonged between elements. Today's savvy designers let their readers know about relationships among elements by varying internal spacing. **MASTER TECHNOLOGY** Just because you can doesn't mean you should. Effective designers have many tools at their disposal and select just the right ones for each project. Sloppy execution of even the best ideas will be obvious to your readers. Don't settle for less than will make you happy on distribution day.

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