

**AMAZING DESIGN**

**BREATH-TAKING PHOTOGRAPHY**

**COMPREHENSIVE COVERAGE**

**DETAILS, DETAILS, DETAILS**

**EXCEPTIONAL USE OF COLOR**

**FUNCTIONAL READER AIDS**

**GREAT GRAPHICS**

**HEADLINES THAT COMPPEL**

**INCLUSIONARY DEVICES/STRATEGIES**

**JOURNALISTIC CAPTIONS**

**KEY INFORMATION INDEXED**

**LEGIBLE/READABLE TYPE**

**MULTIPLE STORY FORMATS**

**NOTICEABLE HIERARCHY**

**ORGANIZATION THAT WORKS**

**PLUS COLUMNS WITH PURPOSE**

**QUICK READS OF VALUE**

**RECOGNIZABLE VISUAL VARIETY**

**STORY-TELLING PHOTOS**

**TYPOGRAPHICAL DETAILS**

**UNIFIED APPROACH**

**VISUAL/VERBAL LINKS**

**WHITESPACE THAT WORKS**

**XTRA COVERAGE**

**YEARSTAMPS OF 2015**

**ZINES, TIP-INS AND MORE**

## **AMAZING DESIGN**

There's so much great work happening visually. From theme and profile pages to show-stopping interrupters and content-laden coverage spreads, we saw variety and brilliance.

## **BREATH-TAKING PHOTOGRAPHY**

The images are the first thing your readers notice. Entice them to spend more time by capturing the peak of emotion or action and shooting from interesting perspectives.

## **COMPREHENSIVE COVERAGE**

The best books tell the school's story in a new way every year while including major events, all groups, all sports, all students and aspects of everyday life that set the year apart.

## **DETAILS, DETAILS, DETAILS**

Truly great staffs think out every aspect of their design plans, coverage strategies and style palettes before they begin to work. Then they execute according to their plans.

## **EXCEPTIONAL USE OF COLOR**

From pickup colors creating accents and sectional design plans that organize coverage to distinctive palettes that unify the book, color can play a role in successful design.

## **FUNCTIONAL READER AIDS**

One of your main goals should be to provide logical, easy access to the book's content. Anticipate your readers' needs in finding the information that's important to them.

## **GREAT GRAPHICS**

Textures, lines, Photoshop treatments or other devices inform readers how the content on the spread should be consumed. Graphics should have purpose rather than just decorate.

## **HEADLINES THAT HOOK**

A fact-filled — and year-specific — secondary headline should accompany each main headline, and the design of the package should be compelling.

## **INCLUSIONARY DEVICES/STRATEGIES**

A continuous bar of quotes or photos on each coverage spread allows more students to be in the book more times. Some staffs take additional measures in planning to ensure broader coverage.

## **JOURNALISTIC CAPTIONS**

The first-read copy in the yearbook should answer all the questions and then provide even more background information. Requiring a quote is becoming the standard and adds credibility to your coverage.

## **KEY INFORMATION INDEXED**

In addition to names of all students and faculty members, the index should list all events, clubs, sports teams, advertisers and spread topics. The index should be complete and easy to use.

## **LEGIBLE/READABLE TYPE**

Wise font choices are the first step to typographical success, but decisions leading to type that's easy for your readers to consume may be even more important.

## **MULTIPLE STORY FORMATS**

Gone are the days of books containing copy only written as long-form narratives. Best practices suggest that the most effective way to tell each story be considered for every copy block and every mod.

## **NOTICEABLE HIERARCHY**

There should be no question where the reader is supposed to look first, where their eyes should go next and which packages should be consumed third and fourth.

## **ORGANIZATION THAT WORKS**

Traditional sections provide a logical framework, but — when it makes sense with the concept — chronological coverage and other sectional plans can strengthen the book's message and personality.

## **PLUS COLUMNS WITH PURPOSE**

A number of contemporary yearbooks showcase narrow columns of type (often surrounded by rails of isolation) containing quotes, lists and other specialty details to add even more coverage..

## **QUICK READS OF VALUE**

It's not unusual for tertiary and quaternary layers of coverage to be small bytes of interesting, related information displayed verbally or visually for quick consumption by readers.

## **RECOGNIZABLE VISUAL VARIETY**

Creating sectional plans with library palettes of options containing different photo packages and varied story formats ensures the pages look similar but do not become monotonous.

## **STORY-TELLING PHOTOS**

Even everyday images can be compelling if they are not posed. Keep rules of composition in mind, look for key moments, and make sure the captions provide details that are not obvious.

## **TYPOGRAPHICAL DETAILS**

Small colored type, accent fonts and a variety of different copy and caption starters provide a polished look and set the best yearbooks apart from the others.

## **UNIFIED APPROACH**

Each year, the theme or concept sets the tone for the volume. The verbal voice and the visual identifiers should work together to create a cohesive personality for the yearbook.

## **VISUAL/VERBAL LINKS**

When you can hook the reader with a visual message and a related verbal, you increase the impact exponentially. Work for headlines that connect to both the spread content and dominant image.

## **WHITESPACE THAT WORKS**

From ample white margins to intentionally used measures between elements indicating packaging, consistency and isolation, white space is one of a designer's most powerful tools.

## **XTRA COVERAGE**

Changing technology means yearbook staffs everywhere are producing additional content beyond the traditional print volume. QR codes, augmented reality and social media provide an extra dimension of coverage.

## **YEARSTAMPS OF 2015**

Some topics that have timely appeal. Usually involving news events or current trends, they appear in books from coast to coast, marking unexpected but key aspects of the year.

## **ZINES, TIP-INS AND MORE**

Specialty coverage can make a book shine. Series of profiles, theme magazines and tip-ins with an array of functions providing readers with a change of pace and focus.





