

4Y - YEARBOOK SPREAD DESIGN (24 points possible)

Using a pencil and ruler, you will choose one of the Design Sets below and hand-draw a layout for a student life spread entitled The Great Outdoors. You should designate space for headline and subheadline packages. You should demonstrate knowledge of rails of white space, grid-design, eyelines, and internal/external levels of white space. You must provide a caption block for each candid, but you need not create actual captions for the pictures.

Make sure you incorporate all of the items listed in your Design Set choice into your creation. Pay special attention to the Details section requirements for the assignment.

Refer to the School Info section for information on the school name, location, yearbook name, and theme.

School Info

Name: Spirit High School

Location: Quaker City, PA

Enrollment: 1,800 (9-12)

Principal: Dr. Betty Bloom

Colors: Blue and Silver

Mascot: Groundhogs

Yearbook: The Album

DETAILS

- **Photo/Candid:** Indicate these with an X. If you want an odd shape, draw the shape, and place an X inside it. If you want to communicate a special effect or special treatment to the judge, feel free to apply that information inside the photo box. (For example—"Photo is a kayaking shot, and we will make it appear in black and white.")
- **Headlines/Subheadlines:** Sketch these in your desired position. Also, make sure that they appear in your intended size relative to the story. While not necessary, actual headlines and subheads are encouraged rather than just head/subhead placeholders.
- **Body/Caption Copy:** Again, you need not actually write stories or captions. Still, be careful to correctly reflect your design intent for each. (For example—If you want your story to appear in three columns, draw three columns and not just one collective block for the whole thing.)
- **Thematic Art/Graphics:** While not necessary, we encourage you to create any graphics and/or artwork that would reflect aspects of an overall book theme on your spread.
- **Modules/Sidebars:** Make sure that your intent for each comes across well. Draw them out as they would appear in the book. Also, if they involve pictures, make sure you include X'd out photo blocks and copy blocks where they should go.
- **Folio package:** You can place your folio package anywhere you wish. Additionally, it can be as simple as a number—a number and copy—or a number, copy, and photo/art.

DESIGN SETS

Design 1

- Horizontal dominant picture
- 1 photo collection with long caption
- 1 candid shot with caption
- Story block with headline and subheadline packages
- 2 module types of your choice
- Interesting folio package

Design 2

- Vertical dominant picture
- 2 candid shots with captions
- Story block with headline and subheadline packages
- 3 module types of your choice
- Interesting folio package

Design 3

- Horizontal dominant picture
- 1 cut-out photo with quote
- 3 candid shots with captions
- 1 module type of your choice
- Story block with headline and subheadline packages
- Interesting folio package