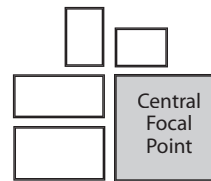


DRAWING A BASIC LAYOUT IN 10 SIMPLE STEPS!



Most yearbook layouts are based on the **mosaic** concept of design. Basically, elements are arranged in and clustered around a central focal point. The result is an organized and attractive page design. What follows is a step-by-step guide to designing good mosaic layouts.



1. Always design by double page spreads rather than individual pages.

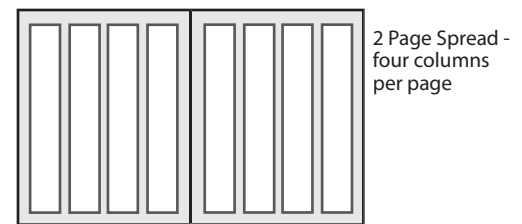
When you look at a yearbook, you see two pages at a time. The two pages will be united by bleeding pictures across the gutter or by horizontal eyelines. This will be apparent in a moment.



2. Use the column method.

Most layouts use four columns per page or eight per spread. As you will see, columns help to provide order and control to your layout design. They DO NOT restrict your creativity. Almost all newspapers and magazines use some form of columnar design.

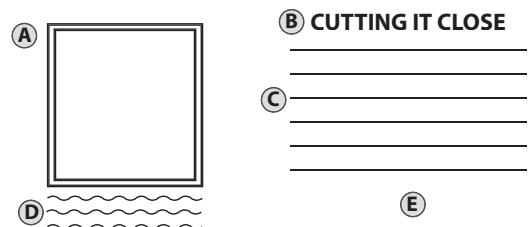
Once you've had a little experience drawing layouts, you should be aware you're not limited to the eight column design method. (Some layout methods use multiple columns across the spread known as grids.)



3. These layout elements should appear on ALL yearbook spreads:

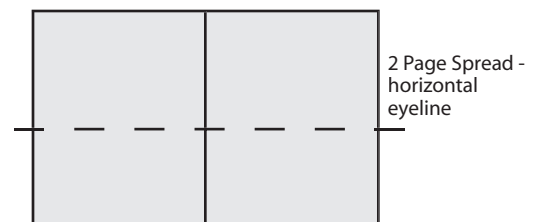
- a. Pictures
- b. Headlines
- c. Body Copy
- d. Captions
- e. White Space

The Elements



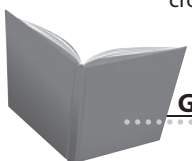
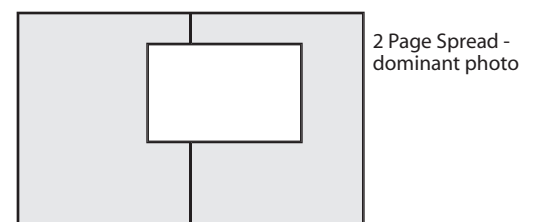
4. Create a horizontal eyeline.

Never draw the eyeline in the exact center of the spread. The dominant photo either establishes or breaks this line.



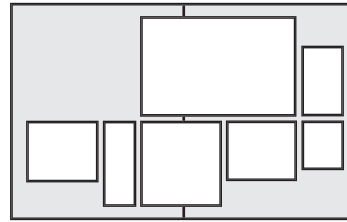
5. Start with a dominant photo.

EVERY layout should have one photo or photo collection that is two to three times larger than any other picture or photo collection on the spread. A dominant photo gives the eye a place to begin when looking at the layout. As a general rule, place the dominant picture so it touches or crosses the gutter.



6. Add other pictures, keeping consistent internal spacing.

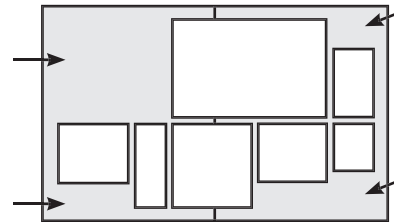
The recommended spacing between elements is one pica. In basic design, all elements on the spread should be separated by the same amount of space in order to be consistent.



2 Page Spread - variety of photo shapes & sizes

7. Use a variety of picture sizes and shapes.

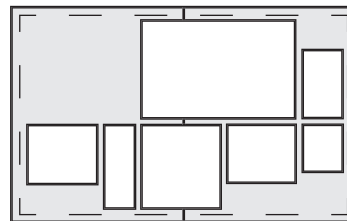
Mix verticals, horizontals, small and large pictures, but make sure none are more than half as large as your dominant picture. Use only square or rectangular shapes. Do not use circles, ovals, stars, etc. Avoid repeating the same size pictures on the spread.



2 Page Spread - lots of white space left

8. Don't fill the spread completely. Leave white space outside.

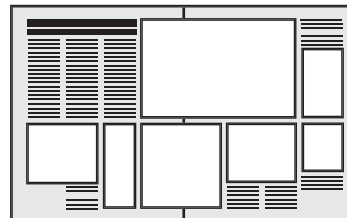
Remember, every spread will need room for copy and captions. As you add pictures, think about where the copy will fall. Be sure to leave room for a caption next to EVERY picture on the spread.



2 Page Spread - with outside margin showing

9. Allow no pictures to fall into the external margin unless they bleed.

Do not allow pictures to fall into the external margins unless they bleed. The exterior margin is the space outside the columns. Bleed pictures are those which run off the page. Bleed no more than one picture off the side, top or bottom of the spread. Avoid bleeding small pictures; it calls attention to them.



2 Page Spread - copy added

10. Add copy. Keep all copy to the outside of the pictures.

Again use the columns and maintain consistent margins. Allow no copy to fall into the exterior margin or into the gutter. Captions should be placed adjacent to the photos they describe and headlines should always be directly above or to the left of the body copy.

Additional Tips

- Use five to seven pictures per double-page spread.
- Graphics, e.g. rule lines, screens, textured backgrounds, etc. are used to unify the spread or separate elements. Any other use is extraneous.
- Keep column widths of captions and body copy consistent. Again, the column layout method helps assure this. Unless you have a special reason, set copy at a standard width for all body and captions.
- Never allow headlines to run across the gutter.
- Never allow copy to fall in the gutter.
- Avoid overburning or reversing type over pictures. It is difficult to read.
- The column method or style may vary from section to section, but be consistent within each section.
- Yes, rules are made to be broken, but break them only when you have a reason. (Never break this rule!)