

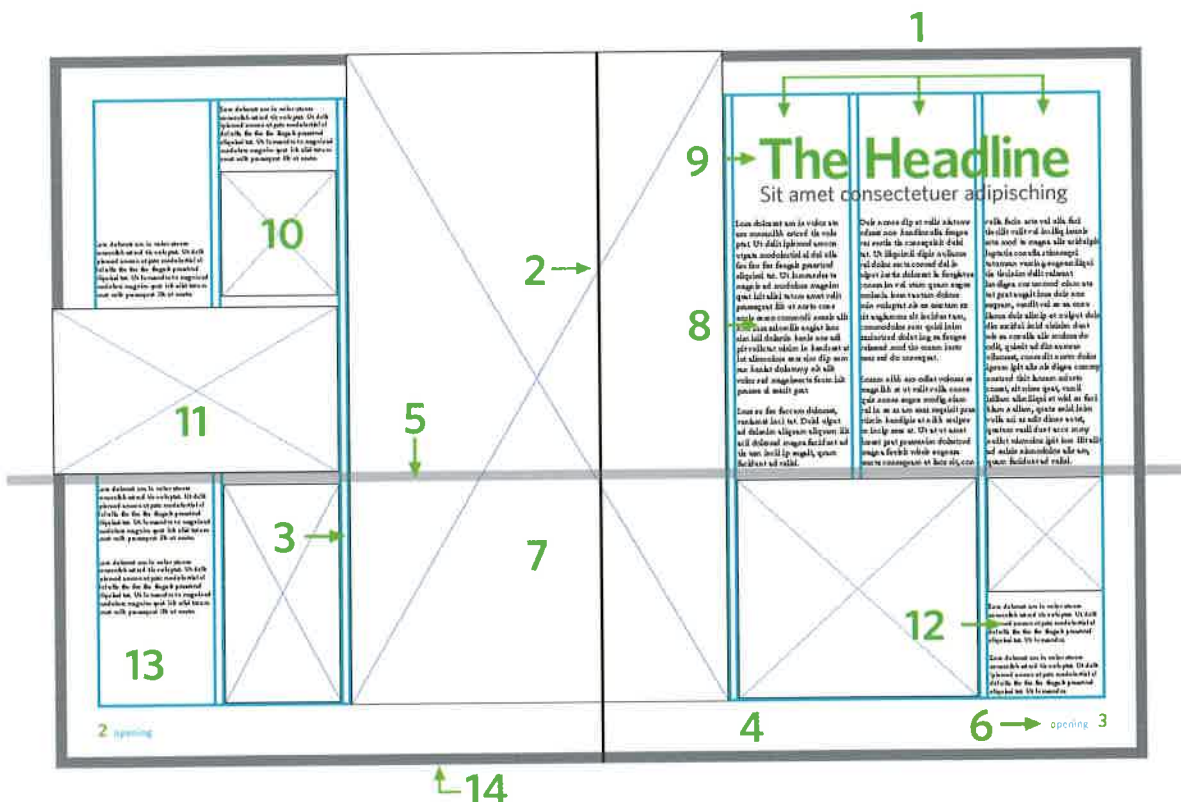
VOCABULARY FOR DESIGN

FACT SHEET

Fact Sheet (Page 115 in the student workbook)

Goal: To introduce the vocabulary for design

In yearbook, two facing, side-by-side pages are a spread. A spread is designed as a single unit, and it's also known as a layout. Examine the sample spread below. Examples of the vocabulary are labeled, and their definitions are listed.



1. Column Structure

The structure created when the spread is divided into a number of equal divisions. Pictures, headlines, copy and captions are designed to fit within the columns. Column structure creates visual organization for the spread.

2. Gutter

The fold between two pages where the pages are bound together.

3. Internal Margin

The consistent spacing between all of the elements on a spread. A pica is one-sixth of an inch, and it is the standard unit of measure used in basic design.

4. External Margin

The white space around the outside of the spread. All layouts should have a consistent external margin and, while the top and side margins in the book are the same, the bottom margin is usually 2-4 picas deeper.

5. Eyeline

To unify a spread, a horizontal eyeline (usually the same depth as the space between columns) is established across the spread above or below the center to help the readers' eye move from page to page. This invisible guideline is created by aligning elements to the top and bottom of the eyeline, typically broken once by the dominant photo.

6. Folio Tabs

The page number and spread identification, usually positioned in the outside bottom corner of each page.

7. Dominant Photo

The largest photo on the spread, at least two to two-and-a-half times larger than any other photo on the spread. In many cases, the dominant photo crosses the gutter.

8. Copy

The story. The copy and the headline are placed together as a single unit, typically resting above or below the eyeline. Copy is broken into columns to make it easier to read.

9. Headline

A line of large type used to gain the readers' attention; the title of the copy or story. The main headline is accompanied by a detail-packed, spread-specific secondary headline.

10. Candid Photo

An unposed photo. Most spreads have at least five to seven candid photos. Some spreads have more than 10 candid photos.

11. Bleed Photo

A photo that breaks the spread's external margin and runs to the edge of the page.

12. Caption

The copy that describes a picture. Captions are placed next to the pictures that they describe.

13. White Space

Empty area of a spread that is not covered by type or pictures. White space is commonly kept to the corners of a spread. It is also called negative space.

14. Bleed Line

Wide colored line surrounding all content on a spread to show where the edge of the printed page will be and how far to extend content intended to "bleed" off the edge of the page. Elements must extend past the point where the trim will occur to ensure desired results.

COLUMN DESIGN

Fact Sheet (Page 117 in the student workbook)

Goal: To explain why yearbook staffs use columns to design their spreads

Goal: To list the design elements that will appear on a spread

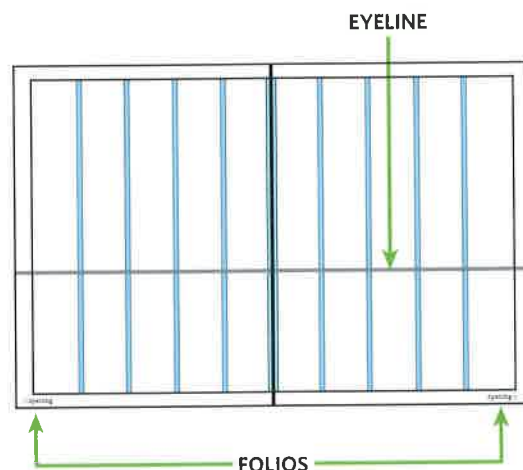
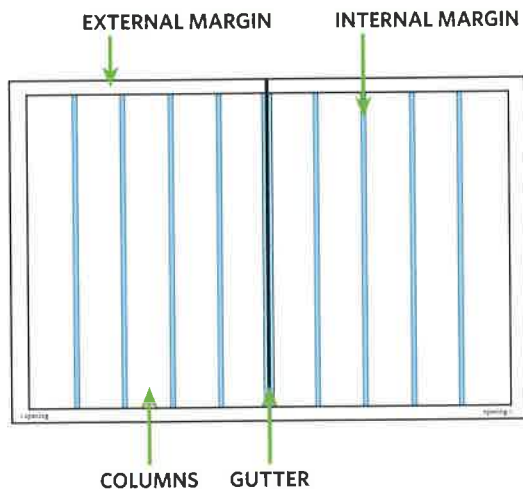
Goal: To demonstrate the steps for designing a 10-column spread

Designers have at least four reasons for using columns when they create spreads:

- Columns reflect magazine and newspaper design.
- They help readability.
- They make the content, not the design, the readers' primary focus.
- They provide a guide/road map for the readers.

The following design elements appear on a layout:

- Photographs
- Copy packages, including headlines, secondary headlines, copy and captions
- White space, which is also called negative space
- Graphics and art



Step 1

Decide on your columns and margins.

Determine how many columns you will have on your spread. Use six, eight or ten columns per spread to begin. All copy and captions will be one column wide, and all photos will align with the width of the columns.

Use picas as your unit of measurement. Set one pica as your internal margin, the spacing between columns and elements. Set adequate external margins to create a frame around the layout. The Herff Jones templates already have standard external margins.

Step 2

Place the eyeline and folio tabs.

The horizontal eyeline should be placed above or below the center to link the left and right pages as a single unit.

Folios are placed in the bottom margin, and they should not exceed 12 points in size. Folios include the spread content information and the page number.

Step 3

Add the dominant photo.

The dominant photo is two to two-and-a-half times larger than any other photo on the spread. The dominant usually crosses the gutter, and it is generally placed toward the center of the spread because it helps unify the two pages. A dominant also touches either the top or the bottom external margin. A horizontal dominant rests above or below the eyeline while a vertical dominant usually breaks the eyeline.

Step 4

Place the copy and headline.

The copy and headline are a single, rectangular unit. They should be placed in one of the four corners of the spread, above or below the eyeline.

Step 5

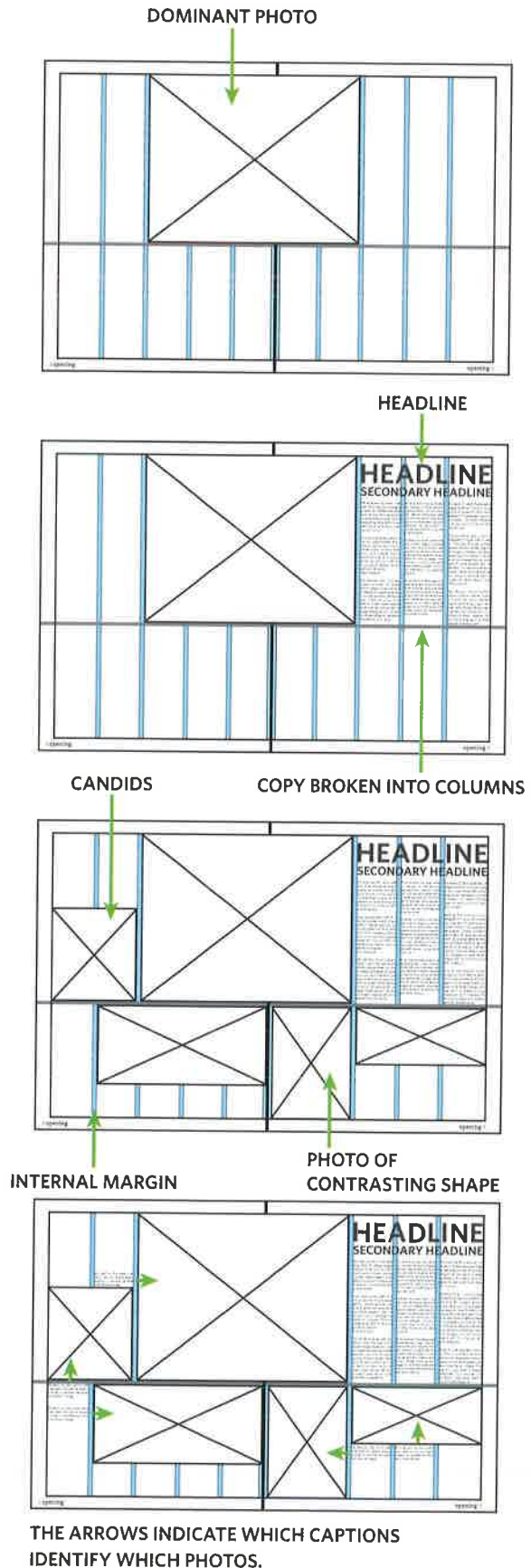
Arrange the additional candid photos.

A typical spread has five to seven additional candid photos of varying shapes and sizes. The shape of at least one photo should contrast with the shape of the dominant. Place all additional photos around the dominant photo. Use a consistent internal margin of one pica to separate the photos. At least one photo should touch the external margin on each of the four sides of the spread.

Step 6

Add the captions.

Each photo needs a caption. Place each caption so that it is adjacent to the photograph it describes. Captions can be placed above, below or next to the photos. If you're using individual captions, try not to place more than two captions together. Make sure one pica separates the photo and the caption.

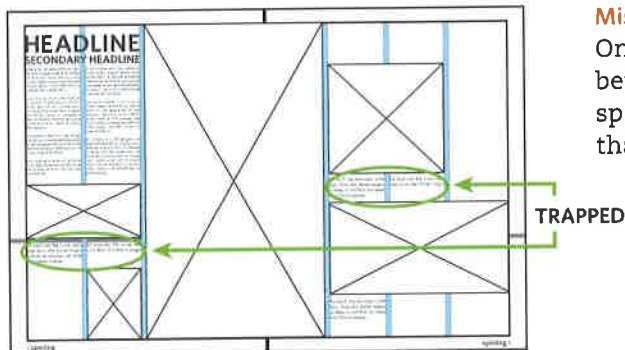


CORRECTING COMMON DESIGN MISTAKES

Fact Sheet (Page 119 in the student workbook)

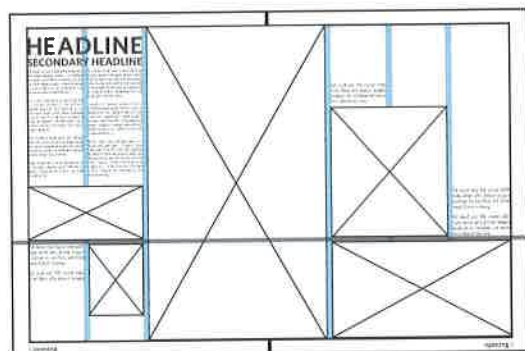
Goal: To identify common design mistakes

Goal: To provide solutions for those common errors



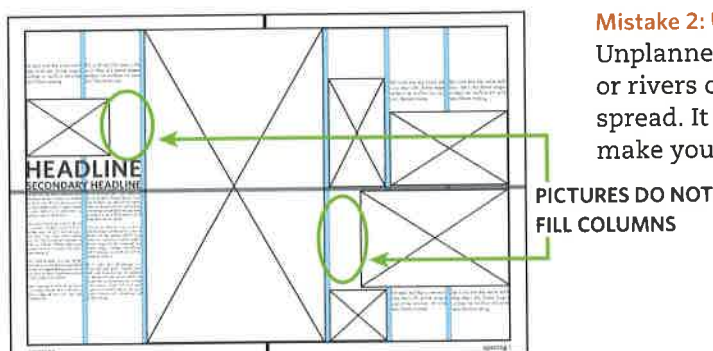
Mistake 1: Trapped Captions

On both pages, captions are sandwiched between candids, creating awkward white space, particularly when one caption is longer than the other.



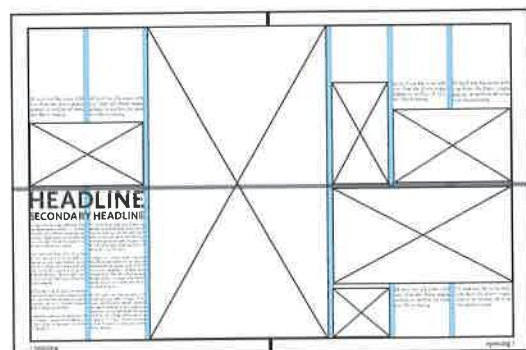
Corrected Spread

Captions should be placed to the outside of the spread. They should never be trapped between photos or between the copy block and a photo. To avoid this pitfall, add captions after you have placed all of the photos. When you see a layout where this has happened, it is obvious step 5 was not completed before the designer began step 6.



Mistake 2: Unplanned White Space

Unplanned white space often looks like holes or rivers of white stuck in the middle of the spread. It often occurs when you forget to make your photos the width of your columns.

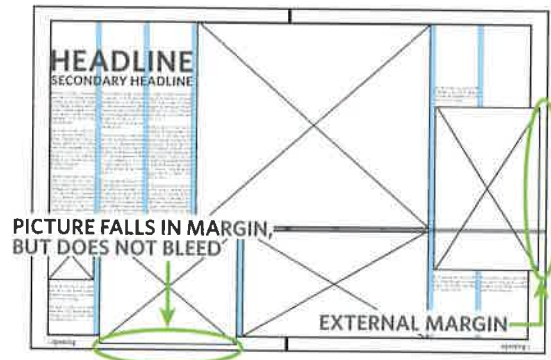


Corrected Spread

Many staffs execute their first designs on paper to solidify the concepts of columns and internal spacing. You may find it helpful to fill in the one pica between columns with a highlighter or colored marker to remind you to extend all elements to fill the width of the columns. Evaluate your design as you work. Ask yourself, "Is all of the white space pushed to the outside corners of my spread? Or do I have holes in the middle of my layout?"

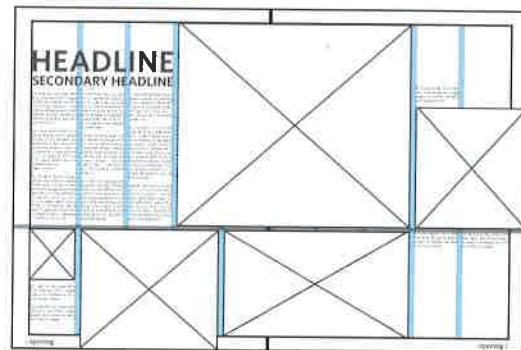
Mistake 3: Incorrect External Margins

There are two common problems with the external margin. First, when you bleed a photo, you may forget to extend the photo to the outside of the bleed line. Second, you might violate the external margins by placing elements outside the design area and in the external margin.

**Corrected Spread**

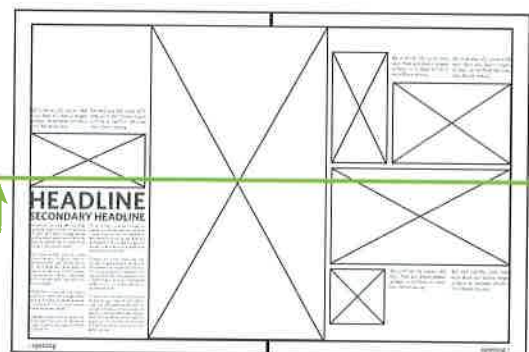
For bleed photos, remember that the bleed line is the heavier one-pica line to the outside of spreads on the computer. A bleed photo must extend to the outside edge of the bleed line.

To correct external margin violations, the design should stay within the colored margin guides surrounding each page of the spread.

**Mistake 4: Missing Eyeline**

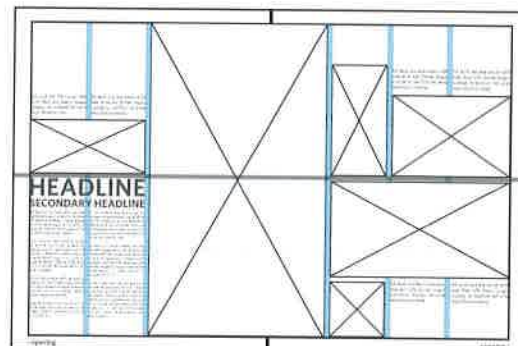
A photo should break the eyeline by eight or ten picas. When a photo breaks the eyeline by fewer than eight picas, it appears to be a mistake — as if the design lacks an eyeline altogether.

MISSING EYELINE

**Corrected Spread**

When you begin designing, try coloring in or highlighting the eyeline, so you remember where it is.

If you are designing with a vertical dominant, the dominant will break your eyeline. If you are designing with a horizontal dominant, use your photo of contrasting to shape to break the eyeline. Count out eight to ten picas above or below the eyeline to determine one edge of that photo.



STUDENT CHECKLIST FOR COLUMN DESIGN

ASSIGNMENT

WORKSHEET

Assignment (Page 121 in the student workbook)

Goal: To design a 10-column spread using a checklist as a guide

Directions: Design a 10-column layout with a horizontal or a vertical dominant photograph. Be sure to include a copy block with a headline, five to seven candid photos and a caption for each photo. As you work on your design, use the checklist below to guide you. You may design your layout on paper or on desktop.

As you design, follow the steps you've learned:

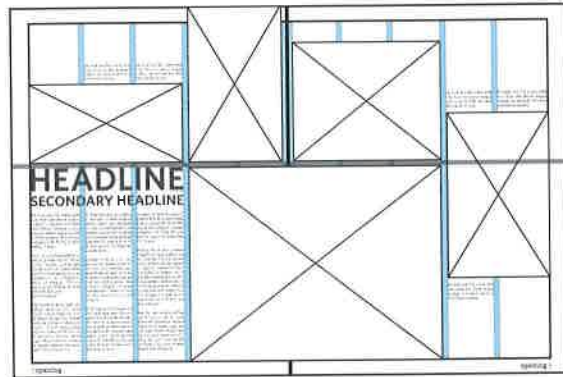
1. Decide on the columns and margins.
2. Place the eyeline and folios.
3. Add the dominant photo.
4. Place the copy/headline unit.
5. Arrange the additional candid photos.
6. Add the captions.

Photos

- ☐ The layout includes a dominant photo. The dominant is two to two-and-a-half times larger than any other photo on the spread. The dominant is placed near the center of the spread, and it may or may not cross the gutter. It also touches the top or bottom external margin.
- ☐ The layout includes a minimum of five to seven candid photos.
- ☐ Photos vary in shape and size. At least one photo's shape contrasts with the dominant's shape. No two photos are the same.
- ☐ If a photo bleeds, it extends to the outside edge of the bleed line.
- ☐ One photo breaks the eyeline by at least eight to ten picas.
- ☐ Every caption is placed to the outside of the spread. No caption is trapped between photos.
- ☐ No more than two captions are stacked on top of one another.
- ☐ Each caption is one column in width.
- ☐ Folios appear in the bottom margin.

Copy and Captions

- ☐ The copy and the headline package are placed together in one of the corners of the spread.
- ☐ The copy block is broken into columns.
- ☐ Every photo has a caption.
- ☐ Every caption is placed next to, above or below the photo it describes.



White Space

- ☐ One pica separates all elements on the spread, maintaining the internal margin.
- ☐ The external margin is maintained.
- ☐ Any extra white space is to the outside of the spread.

COLUMN DESIGN

Rubric (Page 122 in the student workbook)

Goal: To assess student designs based on concepts taught thus far

An EXCEPTIONAL layout exhibits all of the following characteristics:

- Spread is set up in columns and elements fit exactly into the columns while following a horizontal eyeline.
- The design is anchored on all four margins.
- White space is to the outside of the layout.
- The dominant, placed near the center, is at least two to two-and-a-half times bigger than other elements.
- At least one photo contrasts with the shape of the dominant.
- There are adequate photos to tell the story and the photos are clustered to the center of the spread.
- Captions “touch” each photo they describe or are clustered with clear photo labeling. There is room for two- or three-sentence captions.
- Copy is to the outside of the spread with a headline leading into the copy.
- Margins — internal and external — are consistent, except for bleed photos.
- Type size and packaging creates a clear hierarchy of content.

A COMMENDABLE layout exhibits all of the following characteristics:

- Spread is set up in columns
- White space is to the outside of the layout.
- The dominant, placed near the center, is at least two to two-and-a-half times bigger than other elements.
- Every element on the spread fits exactly into columns and may follow a horizontal eyeline.
- The design is anchored on all four margins.
- There are adequate photos to tell the story and the photos are clustered to the center of the spread.
- Captions “touch” each photo they describe or, if clustered, photos are labeled.
- Copy is to the outside of the spread with a headline leading into the copy.
- Margins — internal and external — are consistent, except for bleed photos.

An ADEQUATE layout exhibits all of the following characteristics:

- Spread is set up in columns and elements generally fit the columns while following a horizontal eyeline.
- White space is predominately to the outside of the layout.
- The dominant element is larger than the others and is placed near the center of the spread.
- There are adequate photos to tell the story.
- Captions are near the photos they describe, or they may be clustered.
- Copy is to the outside of the spread, but the headline may not lead effectively into the copy.
- External margins are not maintained. The design is not anchored on all four margins.

A layout WITH SOME EVIDENCE OF ACHIEVEMENT exhibits the following characteristics:

- Spread is set up in columns, but elements may not always fit columns.
- The design is anchored on at least one margin.
- White space may be trapped on the inside of the layout.
- There are an inadequate number of photos to tell a comprehensive story and/or the photos are randomly placed.
- There may not be a clear dominant; photos may maintain consistent internal margins.
- Captions may be near the photos they describe or grouped together in one spot.
- Copy is to the outside of the spread.
- External margins are not clear.

A layout WITH LITTLE OR NO EVIDENCE OF ACHIEVEMENT exhibits the following characteristics:

- No apparent column structure or eyeline.
- There's an inadequate number of photos and no one photo is clearly dominant.
- White space is randomly placed on the spread.
- Captions may be sandwiched between photos.
- Copy and headlines are randomly placed.
- Internal and external margins are inconsistent.

REVISING COLUMN DESIGNS

WORKSHEET

Worksheet (Page 124 in the student workbook)

Goal: To identify mistakes in practice spreads

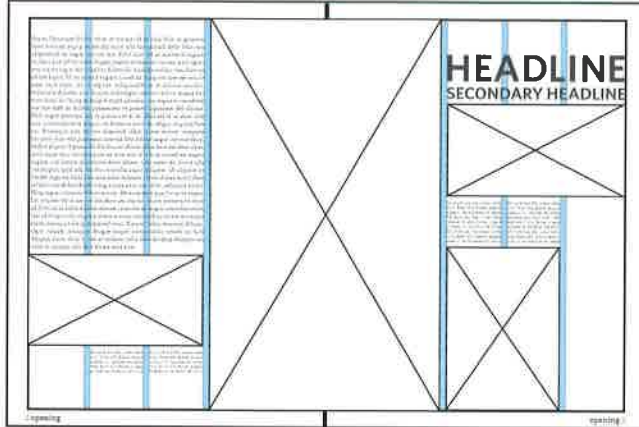
Goal: To revise practice spreads

Directions: Study the spreads on pages 170-172, and identify any problems. Then, redraw the layout in the space provided, and list the revisions you made.

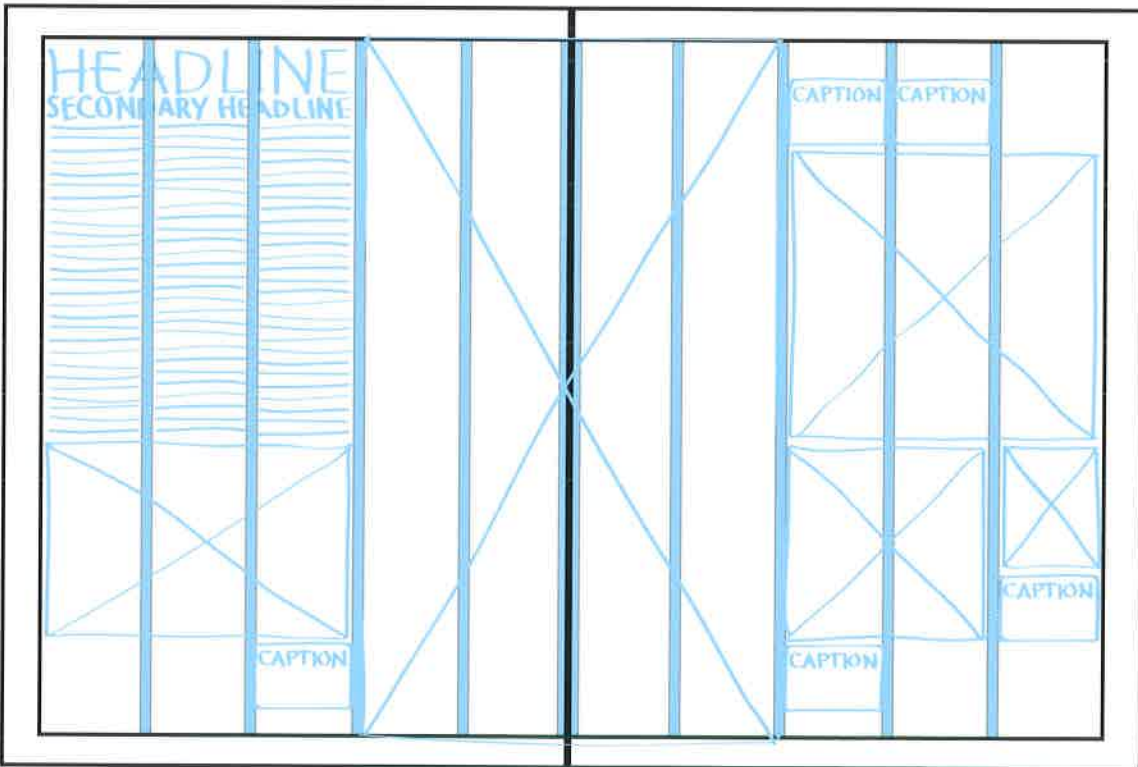
Problems

- HEADLINE AND COPY ARE SEPARATED
- COPY IS NOT BROKEN INTO COLUMNS
- TRAPPED CAPTIONS
- ONLY FOUR CANDIDS (INCLUDING THE DOMINANT)
- LACKS AN EYELINE

Incorrect Spread 1

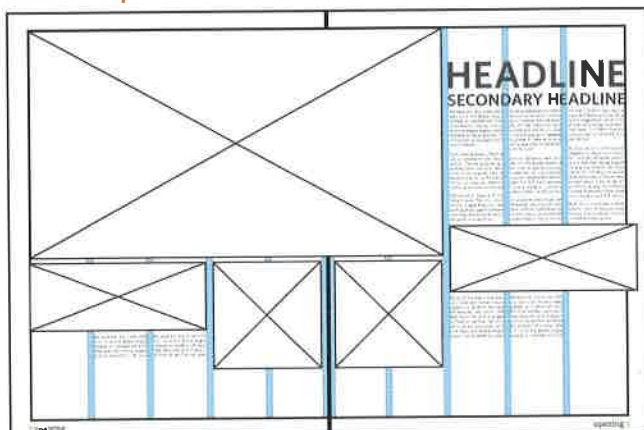


Revised Spread 1 - This is one possible solution for this spread.



Revisions _____

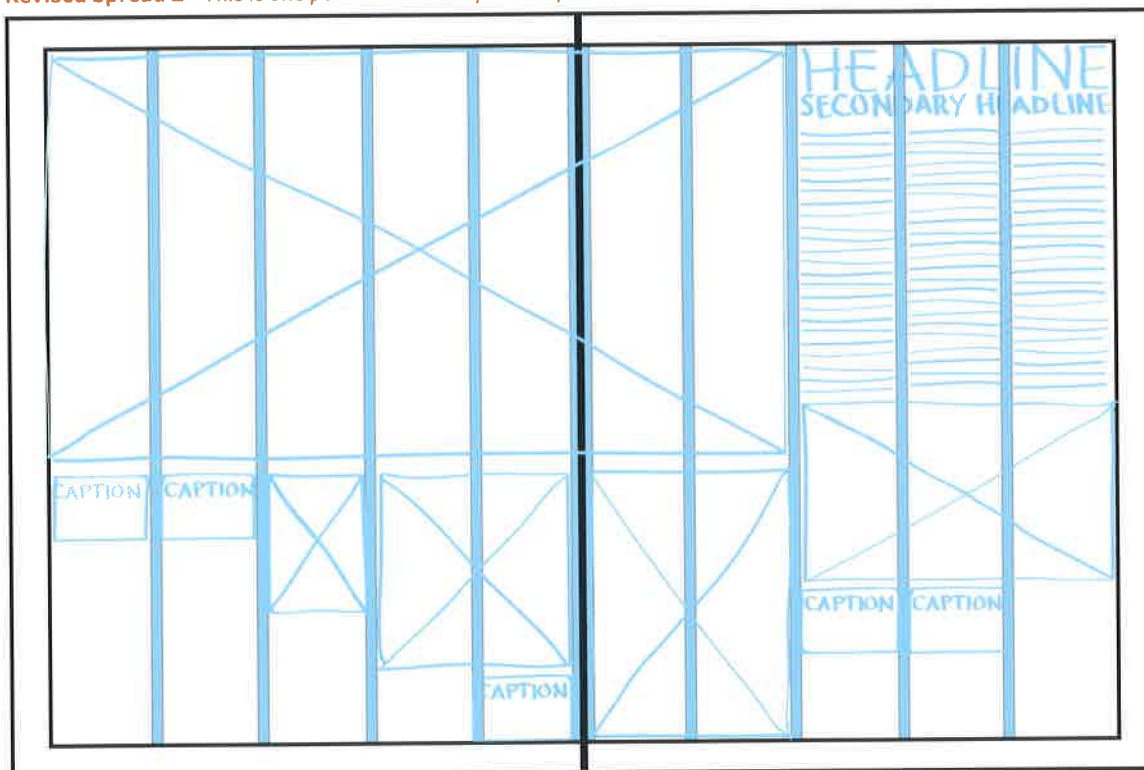
Incorrect Spread 2



Problems

- DOMINANT PHOTO HAS NO CAPTION
- TWO PHOTOS ARE THE SAME SIZE AND SHAPE
- PHOTO UNDER THE COPY VIOLATES EXTERNAL MARGIN
- NO ELEMENT TOUCHES THE BOTTOM EXTERNAL MARGIN
- NO PHOTO OF CONTRASTING SHAPE

Revised Spread 2 - This is one possible solution for this spread.

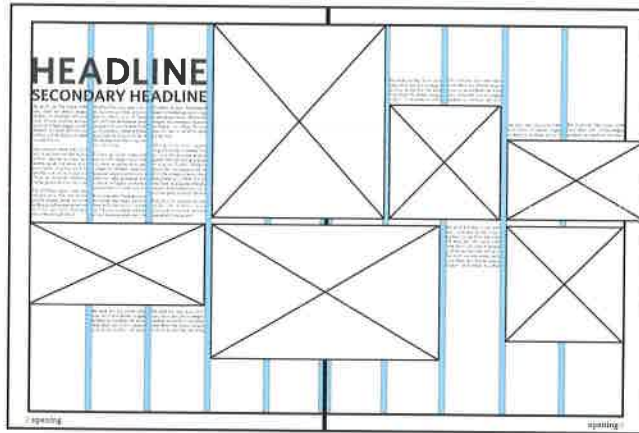


Revisions

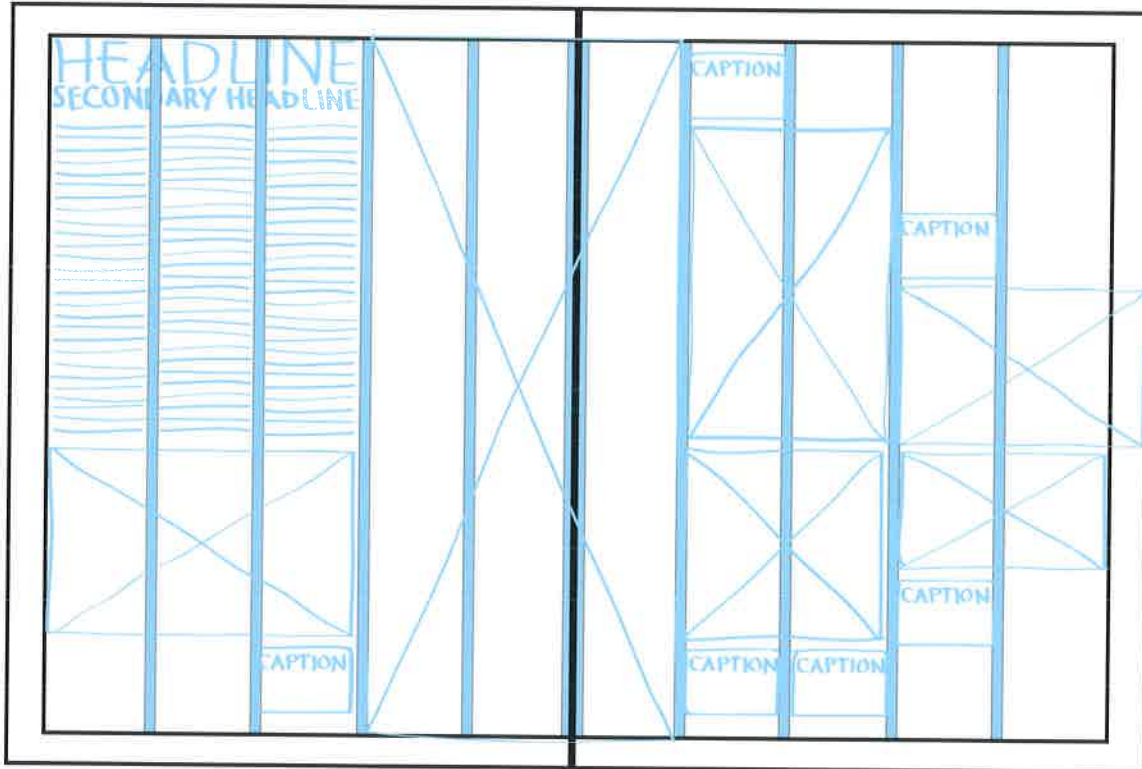
WORKSHEET

Problems

- NO CLEAR DOMINANT PHOTO
- TRAPPED CAPTION
- MORE CAPTIONS THAN PHOTOS
- NO ELEMENT TOUCHES THE
BOTTOM EXTERNAL MARGIN



Revised Spread 3 - This is one possible solution for this spread.



Revisions