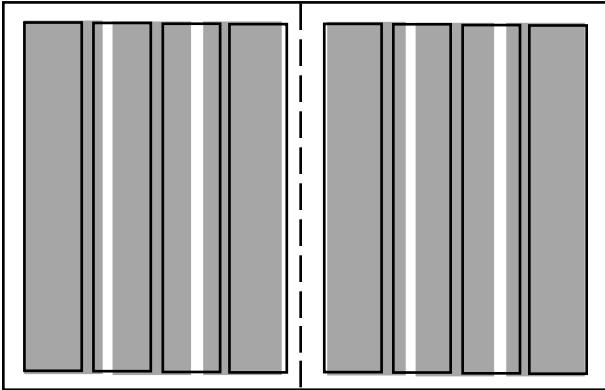


Basic Yearbook Layout

A simple guide for designing a double page spread.

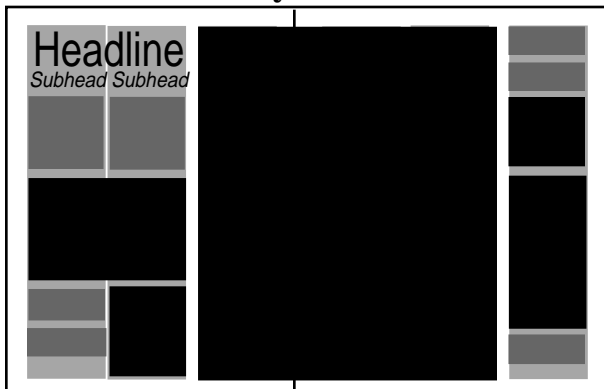
Double-Page Spread



All pages in a yearbook, except for the first page and the last page, are designed as double page spreads. When you open a yearbook, you see the two facing pages as a single unit. The layout sheets provided by your publisher are set up so that you can design in double page spreads.

The simplest way to design the spread is to make use of the columns already set up on the layout sheet. Most publishers provide layout sheets that are divided into six- and eight-column units across the spread.

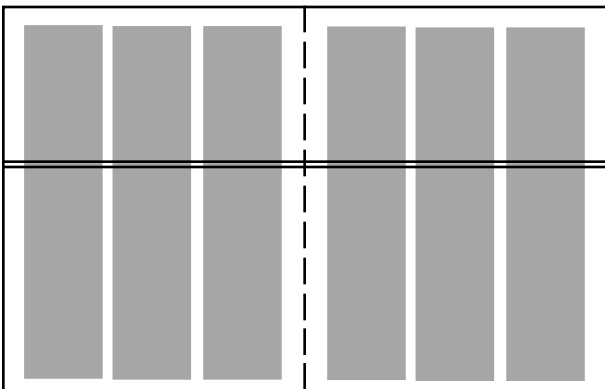
Mosaic Layout/6-Column



For consistency, choose either a 6-column or an 8-column layout style for a particular section of the book and maintain the same number of columns throughout the section.

Most yearbook layouts are based on a mosaic concept, that is, all elements are arranged in a pinwheel fashion around a dominant picture.

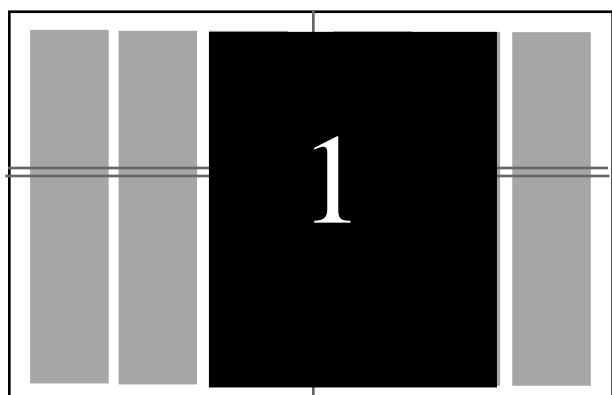
Establish the eyeline



Begin by establishing an eyeline across the double-page spread. The eyeline is a line, one pica in width, that goes all the way across the DPS and will serve as an internal margin between elements. In order to form the "pinwheel" mentioned above, all elements on the page, with the exception of the dominant element, will either rest atop the eyeline or will "hang" from it. The dominant element can break the eyeline.

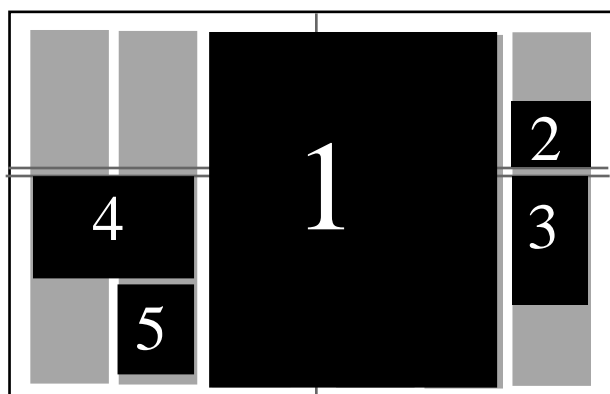
The eyeline should be in the upper or lower third of the DPS. Never establish the eyeline at the midpoint of the page.

Place the dominant element



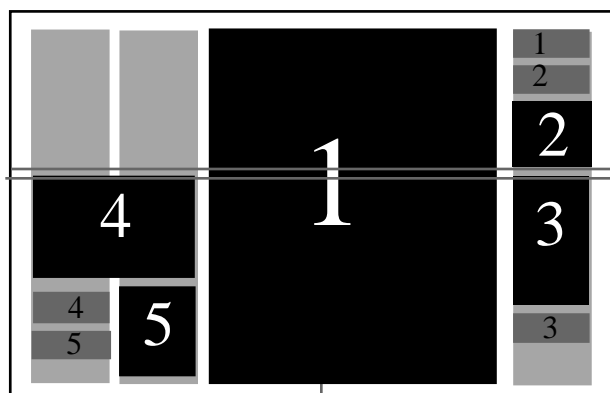
After establishing the eyeline, the next step is to place the dominant photo (1). It should be 2 to 2 1/2 times larger than any other element on the page. Place the dominant photo either across or next to the gutter (the seam between the pages.) This photo should start at the beginning of one column and go all the way to the far side of the column where it will end. Do not end a picture in the middle of a column. The dominant photo can break the eyeline.

Place the other photos.



Place other pictures on the page in pinwheel fashion, with all pictures touching the eyeline or the dominant photo (1 pica internal margins). Leave the outside corners for captions, other copy and white space. There must be space for a caption next to each picture.

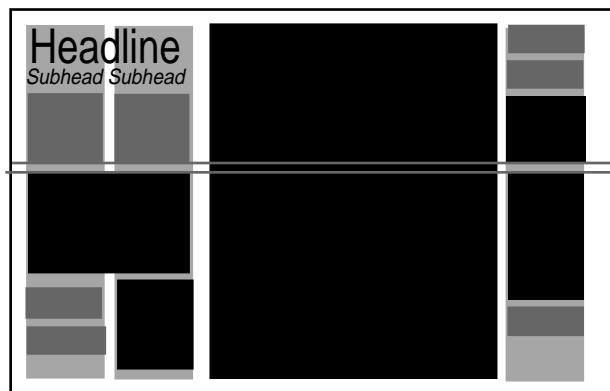
Place the captions.



Place the captions next to the pictures they describe. The captions should be one column in width (the same width as the columns of the story on the spread). They should be placed in the outside corners of the page. You may stack two captions, but no more than that.

In the illustration to the left, the captions are numbered the same as the pictures they describe.

Place the story and headline.



Place the story on the page so that it either rests upon or hangs from the eyeline. The story should be set one column wide, then broken into two or more legs of equal length. Place the headline and optional subhead above the story or to the left of the story, maintaining the 1-pica internal margin. When you finish, all white space should be pushed to the outer corners of the double-page spread, with none trapped in the center of the spread.