From traditional to modular in seconds

When we ask almost any student in any school what they want most in their yearbook, we always here the same thing…pictures of me!

To get more pictures of them in the book you may have to change your design, especially if you are using traditional column layout. Here's a very easy way to do that.

The first step is to start with a basic column layout. Three columns or four (per page) work best. Here we have used
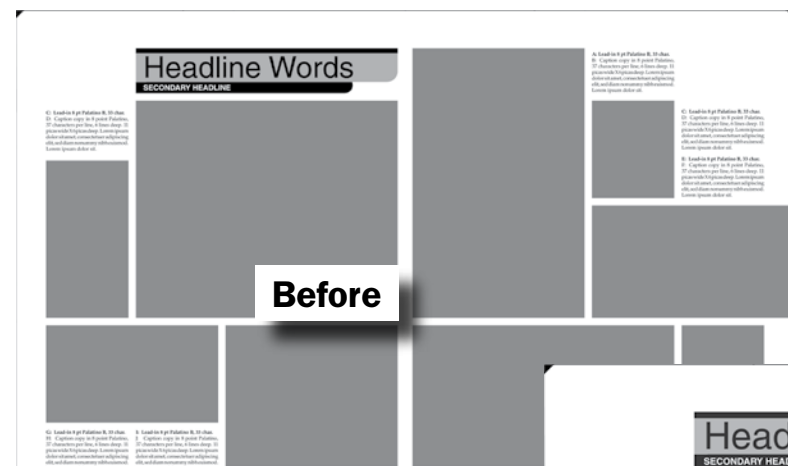
a simple PageSurfer design from the Mix and Match category.

Now let's take that same design and do some different stuff with it. Let's delete some of the big pictures and replace them with different modules (or what I like to call QuickReads).

I should pause here and define QuickReads for those who are new to yearbook. A QuickRead is
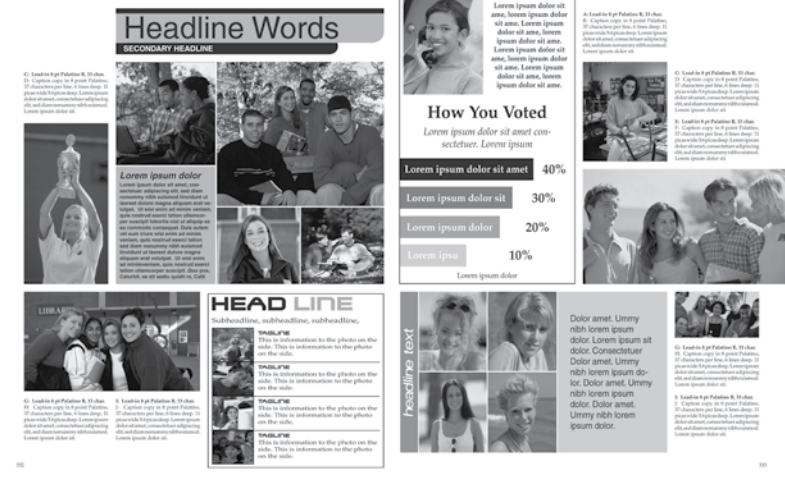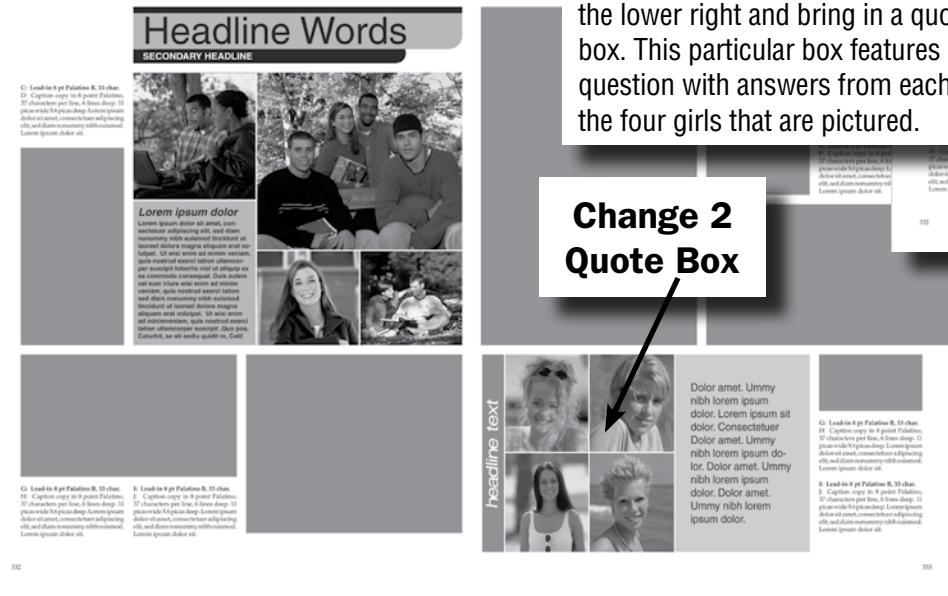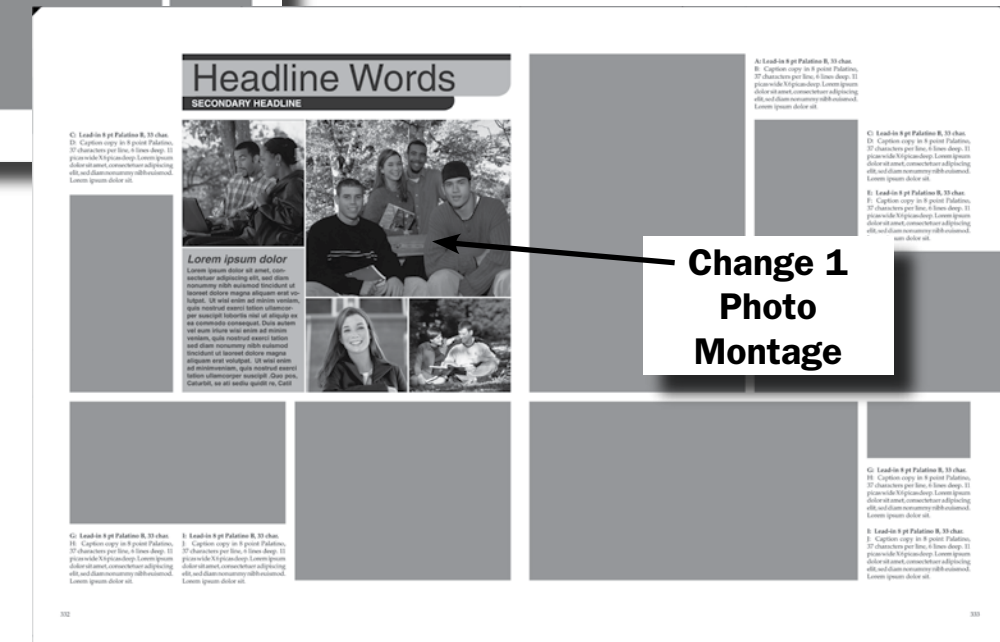
any coverage treatment that contains copy or captions that readers can read in less than three minutes of their valuable time. The best ones contain photos as well.

Next, we'll remove the photo box from the lower right and bring in a quote box. This particular box features one question with answers from each of the four girls that are pictured.

Now we have replaced the vertical dominant with an infographic. This one records the results of a poll taken at your school. It is important to remember that you need to find a way to work a student photo into all of your modules.

Then we replace the lower right photo with a graphically designed Question and Answer feature that allows four more students additional coverage on this DPS.

And finally we add the balance of our pictures and captions for those pictures to complete the DPS. When we started this layout there were nine total photos that might have covered 10-15 students. Now we have 18 photos covering more than 30 students. Quite an improvement, don't you think?

So, start with a great column design and just substitute modules of content to increase the number of students you can fit into your yearbook.

And if you are looking for cool modules like these, they all came from our Click'N'Go library. See page 7 for more about accessing them for your book.

Change 3 Infographic

Change 2 Quote Box

Change 4 Q & A

Before

The first thing we did was to change the large dominant photo on the left side of the DPS (Double Page Spread) to a photo montage. This type of modular photo montage is a group of photos that:

1) Are all related in subject matter.

2) Have only white tool lines between them and are contained in a rectangle.

3) Have a single caption that tells the story of all of the photos making sure to identify everyone in the montage.

Change 1 Photo Montage

Headline Words
SECONDARY HEADLINE

Lorem ipsum dolor

How You Voted
Lorem ipsum dolor sit amet consectetuer. Lorem ipsum

Lorem ipsum dolor sit amet   40%
Lorem ipsum dolor sit   30%
Lorem ipsum dolor   20%
Lorem ipsu   10%

HEAD LINE
Subheadline, subheadline, subheadline.