



The Basics of Page Design

from your Jostens representative, Scott Geesey

- 1. Remember Scott's "Three MPs":** *If you've been to one of my workshop days you've heard about the Three MPs: More Pictures of More People on More Pages. Work hard to get a variety of people on your pages, not the same people over and over. Your school is more than a handful of people.*
- 2. Find a Dominant Element:** *When you have your photos for a particular page or spread ready, choose the BEST photo and make it a Dominant Element on the page, larger than any other shot to attract immediate attention when the reader turns to that page. A dominant photo may show great emotion, be a great action shot, or have some other memorable quality. Place this photo in a large photo box, usually along the gutter (or try OVER the gutter if it's a two page spread!)*
- 3. Establish an Eyeline:** *An eyeline is like a solid foundation for the page or spread. Usually around a third from the top or a third from the bottom of a page, an eyeline could be an actual line across the page, or a row of white or empty space across the page. Place your dominant element on this line, then...*
- 4. Work around the Dominant Element with other photos:** *Variety is a key here; don't make all of your photos the exact same size. Vary the sizes and work them in place on your eyeline or around the dominant photo.*
- 5. Don't forget caption boxes:** *Every good photo should have a good caption, telling the reader who this person is, what they're doing and perhaps more about the person or event. Leave room for caption boxes as you layout the various photo boxes on the page.*
- 6. Leave space for headlines and a story:** *Be creative with headlines. Tie it in with your yearbook theme, or make it unique to that sport, event, etc. A story, not too long, will give the reader more details about the subject or event. Maybe add a fact box for statistics, a sports scoreboard, a separate small area for an extra story or feature, etc.*
- 7. Work in backgrounds or art:** *Stay consistent in a particular section; i.e., Clubs should have the same background, Sports another background, etc. If using clip art it should have a purpose on that page, not just to fill space.*



Simple Rules to Make Your 2007 Yearbook GREAT!!