Marketing Mod 6 Part 6

Basic Design Using Online Design/InDesign

When it comes to yearbook design, where do you begin? First, you want to know that you start to design on a
double page spread (DPS). Even though it is technically two pages, a yearbook spread is perceived as one unit-
instead of two vertical rectangles, it is one horizontal rectangle.

Instructions: It is time to use your Online Design or InDesign program. Take the following design and duplicate it on a blank spread.

Suggestions:

If you are using columns, try a 12-column design. If not, please be sure to show your grids so you can align your elements. It is OK. Just ask your adviser if you want to use columns or grids. Remember the purpose of columns is to start an element like a photo at the beginning of the column and always ending the element at an end of a column. If you are using grids, then start and stop all elements on a grid.

Pull an eyeline down roughly ¾ of the way from the top. Look at your ruler at the top of the template.

Then place the five major photos with the dominant photo first.

Student's Name:

Next add the headline and the story package. Choose your fonts. Notice how strings is in a different font. If you do not like copy, then reduce the amount of copy and add at least one or two more photos. Be sure to include a caption or captions.

Add your five captions to the outside of the photos.

Then add the sidebar or mod "Who is your favorite composer?" at the bottom of the right page.

Do not worry about creating the folio on the left page at the top (30 and lightbulb). Most folios are at the bottom of the page.

Share your design with your adviser and yearbook staff. It is great practice to see how you did with imitating a design.



Behind the Strings

As the performers walked contorbet stage, their legs trunted to jets, and their minds meed as they acquired a nusuous feeling. This was a common feeling that Alexis Pham (7) and other strings unajes fels when they walked onto stage at the legitiming of a concert.

The stares of lundreds of people gives a tentifying feeling, with more pressure to be the lesst. Pham soil at the performers could get more than the performers could get more pressure to be the lesst. Pham soil at the performers could get more than the performers could get more pressure to be the lesst. Pham soil at the performers could get more than the performers could get more than the performers could get more pressured to the performers could get more pressured to the performers could get more than the question that they enjoy enforming in frost of an audience like Louds was the less of the less of the less of the performers could get more than the performers could get more than the question that they enjoy enforming in frost of an audience like Louds was the less of the less of the performers could get the less of the performers could get the less of the performers could get a less of the performers in the performers that the performers that the less of the less o









WHO IS YOUR FAVORITE COMPOSER?





