

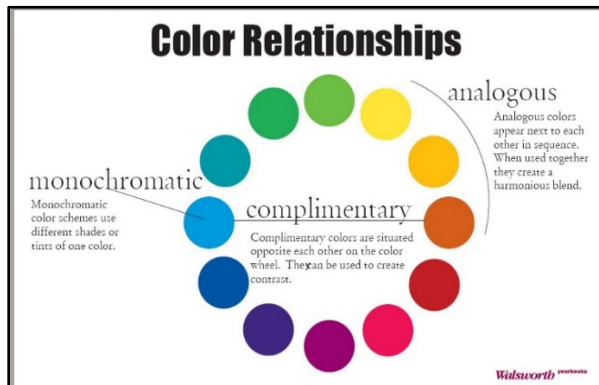
Color/Fonts/ Infographics Mod 8 PowerPoint and Video

Student's Name: _____

Take notes from the Mod 8 Color/Fonts/Infographics

1. There are three main ways to use colors in yearbooks.

- a. Monochromatic uses different shades or tints of the same color.
- b. Complimentary uses colors opposite of the color wheel.
- c. Analogous uses colors next to each other on the color wheel.



2. Six suggestions for using color in your yearbook are:

- a. Use color to draw attention-not a lot of color
- b. Color creates a mood and compliment the spread
- c. Know the mood you want-red vs blue
- d. Consider your yearbook tome when selecting a color
- e. Yellow is not irritable color but first color you recognize
- f. Be careful of color as a background-hard to read

3. Three different styles of fonts are:

- a. Serif (they have feet on the bottom of their letters).
- b. Sans serif (they do not have feet on the bottom of their letters).
- c. Decorative (they are mainly used in headlines and appear as script or handwritten).



4. Five suggestions to know about fonts are:

- a. Fonts have a feeling-make sure you can read it
- b. Decorative fonts should be used for emphasis only
- c. When mixing font, use contrasts or opposite fonts
- d. Don't use too many fonts-only three to five in book
- e. Body font 9 to 10 pointl try it out to be sure



5. Three advantages of using infographics in your yearbook are:

- a. Copy more engaging
- b. Copy can provide more information
- c. Copy can be more creative



6. Five points to consider when using infographics are:

- a. Easy to read
 - b. More likely people will read because information is short/concise
 - c. Creative-use color correctly and theme
 - d. Create and also use as a marketing tool for social media
- Space saving a lot of information in a small spot

