

Complete a spread worksheet by hand before you begin. But here are some reminders!

- Will your spread be a grid design? (Academics/Clubs/Activities/Events)
- Will your spread be a show stopper design? (Student Life/Social/Profile/Pages)

2. Pick your **PRIMARY** pull color and your **SECONDARY** pull color from a photo on your spread and the exact colors in **Color Match**.

Primary Pull Color Secondary Pull Color If Using Crimson and Gray for Main and Secondary It must be P2602 and P2040

4. If you're building a show stopper spread, have some magazine spread designs to influence your layout.

5. Will your spread have a Traditional Reporting Story or Question and Answers Story or Large Quotes Story

6. Every grid and portrait spread must have a color side bar for show stoppers optional

7. Add your catches at the end, they should be your secondary pulled color

8. Friends/reminder, cut outs are only for show stopper pages, no cut outs on grid or portrait pages

9. If you are doing a grid page design you must have more, if you're doing a show stopper I might have made, if it is a portrait page, which most choose will you be using on your spread? Most should almost 1/4 inch go across the middle of the page, stick to on one page this year!

10. Sharing info (Single place info) with Quotes
Must have portrait photo or candid for each person with a quote. Need Secondary headline, Secondary sub headline and reporting. Mod should usually be for portraits

11. Question & Answers Interview
Must have secondary headline and secondary sub headline, reporting

12. Photo Essay
Must have secondary headline and secondary sub headline, reporting

13. Large Quotes
Must have secondary headline and secondary sub headline, reporting

14. Grid
Must have secondary headline and secondary sub headline, reporting

15. Show Stopper
Must have secondary headline and secondary sub headline, reporting

16. Photo Essay
Must have secondary headline and secondary sub headline, reporting

17. Large Quotes
Must have secondary headline and secondary sub headline, reporting

18. Grid
Must have secondary headline and secondary sub headline, reporting

19. Show Stopper
Must have secondary headline and secondary sub headline, reporting

20. Photo Essay
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COLOR SIDE BARS (For all Grid pages and portrait pages, some show stoppers)
Color: Must be in Primary Color
Size: Must extend from edge of page to end of first column and, second column and, third column and on extending pages two pages to the third column and on second page

- All Photos must have a half a pic grid box spacing, same for captions next to photos
- Photos can overlap, but must have 7pt single border
- Grid pages should not ever have cut outs, show stoppers can
- Cut outs for blog posts should always be above call button, don't cut off arms on left or right

[illegible]

Setting designs should be a maximum of one (or set) per page. Two total on spread maximum. Sitches must be your SECONDARY COLOR. Sitches should match the width of whatever is in your PRIMARY HEADLINE. The length can be as short or as long as you need. Examples below, but will need to fix to match your PRIMARY HEADLINE width.



Primary Headline

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

After the American Way, a question of who really tells you the American way.

Secondary Headline for Most

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Reporting Style for Primary and Secondary Headlines

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Body Type for Traditional Reporting Style or Question and Answer Story or Large Quoted Story

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Quoted Quote in Body Type

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Quoted for Mod Response

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Large Mod Quote

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Captions with Mini Headline and Photo Credit

TRUST US, WE'LL TELL YOU

George Plimpton, author of "The American Way" and "The American Dream"

After the American Way, a question of who really tells you the American way.

Size: Must extend from edge of page to end of first column end, second column end, third column end or if extending across two pages to the third column end on second page

Fourth column and sixth

-Cut outs for Mod portraits should always be above belly button, don't cut off arms on left or right

-Page number (top right) red should be changed into your secondary pull color

[illegible]

DESIGN STITCHING

Stitching designs should be a maximum of one (or set) per page. Two total on spread maximum. Stitches must be your **SECONDARY COLOR**. Stitches should match the width of you lettering in your **PRIMARY HEADLINE**. The length can be as short or as long as you need. Examples below, but will need to fix to match your **PRIMARY HEADLINE** width.

