

Possibilities

volume
eleven

Make Spreads Like the Pros

Objective: Students will analyze featured spreads from *Possibilities* and recreate one using effective hierarchy, scale and other design fundamentals.

- A selection of example spreads from *Possibilities*
- Style guide ([see examples of guides here](#))
- [Grid Paper](#) (optional) or design software
- [Anatomy of a Spread](#) from *Possibilities*
- [Spread checklist](#)

Part 1

Introduction

Discussion: Ask students what makes a strong spread feel intentional. Push them past “it looks good” to talk hierarchy, white space, margins and dominant placement. If your staff needs a refresher on design fundamentals, make sure to check out [Yearbook Bootcamp](#) and [Design Fundamentals: Using Grids in InDesign/Design Fundamentals: Using Grids in Online Design](#).

Review the [Anatomy of a Spread](#) terms, including dominant element, eye line, white space, mods, bleed and folio. Ensure your staff is familiar with these terms and their importance in design. Emphasize that spreads work only when structure supports the story.

Part 2

Example Analysis

Observation: Students examine sample spreads they like from within the *Possibilities*.

In small groups, they will identify:

- The dominant photo and why it was chosen
- The eye line and margins
- Use of theme elements, such as color, fonts and shapes
- How modules expand coverage
- Hierarchy choices that guide the eye

Have them label the key features they notice and like about each spread. You may also have them label the parts of a the spread they recognize from the "Anatomy of a Spread" file.

Part 3

Replication

Activity: Students select one spread to replicate using your design software.

- **Set up the grid.** Match margins, columns and gutter spacing to the original.
- **Place the dominant.** Ensure scale matches the reference. The dominant should be one-and-a-half to two times larger than other images.
- **Build modules.** Add secondary coverage that mirrors the structure without copying content.
- **Apply theme elements.** Require 3-5 consistent theme visuals, such as type, color or shape repetition.
- **Add text.** Include a headline, subhead and sample captions following [ABCD formatting](#).
- **Refine spacing.** Adjust until spacing and white space match the original as closely as possible.