YEARBOOK BLUEPRINT

A workbook to help you develop your theme, cover, endsheets, division pages and more!

Walsworth yearbooks 2018
YOUR YEARBOOK PLANNING RESOURCE

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YEARBOOK DEFINED

A yearbook has at least five purposes.

Education: Students learn writing, design, photography, computers, business and marketing; goal setting, time management and communication skills.

Reference: As a reference book, it is a record of the students, faculty and staff at a school during a particular year.

Memories: As a memory book, it covers the events and activities of the year – in students’ personal lives and in their school – and the associated feelings.

History: It is a record book of personal and school topics, and events outside of school, all from the student perspective. It is dated by trends, fashions and occurrences of that year.

Public relations: A yearbook can appeal to the community and to families considering moving there.

But the main purpose of a yearbook is to tell the complete story of this year at your school. To do that, you need a plan. The first step in the plan is to develop your theme.
A theme provides several functions:

- Helps you present your coverage
- Unifies the book’s sections
- Reflects the school year and the people involved, which should appeal to your readers

Begin your yearbook by coming up with a theme.
TRENDS

Colors

Colors convey mood. Blues are calming, yellows are uplifting and reds are elegant. When deciding what colors to use, remember the color wheel, and that colors opposite each other on the wheel are complementary. Look at this year’s color trends and see which colors would work together to convey your theme.

Pantone selected 10 trend colors for the Spring of 2017.

Check out Walsworth’s corresponding Formula Colors.

Fonts

Your words express a mood or emotion and so does the font that you use. With fonts you can:

- Convey a message
- Create an entry point
- Vary them in size and design
- Play with leading, tracking and justification

Experiment using a clean, simple font. If you use a decorative font, use it as an accent with a simple font. You may like the result. Make sure you do not use more than three font families in your yearbook.

See the complete collection of Walsworth fonts on pages 108-112.
Try these exciting ideas for your yearbook.

Image inside words
Paste an image into a word or graphic to add some excitement and variation to your headlines.

Transparencies over photos
Adding a lens or transparency over a photo not only ensures your copy is legible, but it adds a unique element that helps your spread pop.

Image cutouts
Images with cut-out backgrounds can be used alone or in groups, on plain backgrounds or on top of other images.

Numbers as graphic elements
Circles and squares can be graphic elements. You can add more visual interest by using numbers.

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**STEP 1: DECIDE ON A THEME**

**Theme**—an idea or concept threaded throughout a yearbook; it should:

- Be unique to the school year
- Be something students want to remember
- Focus on the most important story of the year
- Be stated in simple, everyday language used by students
- Have visual and verbal elements
- Be carried on the cover, endsheets, title page and divider pages

Developing a theme idea throughout the yearbook not only helps to unify the book, but also adds a special dimension of involvement for readers.

Consider the following questions as guidelines while working on a theme.

- Does it make sense, considering the events, activities and issues of the year?
- Is there a phrase that students will be able to relate to and understand?
- Is there a unifying concept to tie the events of the year together?
- Does it allow for both verbal and visual development?
- Does it show a fresh, contemporary approach?

For more information, order the “Finding Your Theme” unit from our Yearbook Suite curriculum. Go to walsworthyearbooks.com/yearbooksuite to order.

**Where are effective places to develop a theme?**

*Munhinotu,* Gresham High School, Gresham, Oregon

**Cover** It introduces the theme using words, graphics, colors or fonts; sets up the mood or tone reflected in the theme. It must include the yearbook name and year of publication, and on the spine, the school name, city, state and volume number.

**Endsheets** Promote unifying idea, either with color choice or through use of headlines, copy, photos, artwork, captions or graphics.
Title page Content and design reflects theme idea. The title of the book is the most important type element and includes year, volume number, school name and complete address, including ZIP code. Many schools also include school enrollment and telephone number.

Opening section Usually two to three spreads that relate the theme to the school in general, but with specific facts and details.

Divider spreads Show how each section relates to the theme idea.

Colophon A brief statement containing information about the cover applications, fonts, materials, and publisher of a book.

Closing page Last page and/or spread(s) serve as a wrap-up to theme and school year.

Terms

Spin-off A word or phrase used in the sections to apply the theme to all areas of coverage; can be a word from the theme phrase or words that express the theme idea

School profile Name, mascot, colors, enrollment and other factual details about a school

Theme package The places in the yearbook where the theme usually is developed verbally and visually – the cover, endsheets, title page, opening, section divider spreads and closing

Tone Mood or attitude expressed through words, images and graphics

Verbal Copy that reflects the theme, such as the yearbook’s title and section titles

Visual A logo or design graphics that reflect the theme and carry it across the theme pages; a visual element can be a non-verbal theme

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**THEME IDEAS**

**Anniversary**
Going full circle  
Here’s looking at…  
Pride from the inside  
Spirit of 100  
Spirit of 25  
Spirit of 50  
Spirit of 75  
Throwback edition  
Tradition never graduates  
Vintage appeal

**Art/Entertainment**
Behind the scenes  
Climbing the charts  
Lyrics of our lives  
Rhapsody  
Roll out the red carpet  
Soundtrack of our lives  
The beat  
The parts we play  
Under the spotlight

**Beginnings**
Hello  
It’s just the beginning  
Square one  
The first draft

**Building/Construction**
A work in progress  
Emerge  
Excuse the interruptions  
Fragments  
From the ground up

**Changes**
A whole new direction  
Change it up  
Changing within  
Cycle  
Ever changing  
Evolve  
Grow  
Refresh  
Revamped  
Revise  
Seasons of change  
Things change… change things  
Transition  
Unpredictable  
What’s new

**Choices**
Eeny, meeny, miney, moe  
Best of both worlds  
Choose your own…

**Color**
Color outside the lines  
Full spectrum  
Not all black and white  
Sealed in gold  
Show your true colors

**Connections**
Common threads  
Connected  
Drawing you in  
Trail mix

**Dreams**
Beyond our wildest dreams  
Create  
Dream big  
Fly  
Think big

**Excellence**
Don’t hold back  
Exceed  
Going beyond  
Shine  
Splash of class  
Stand out  
On top of it all  
The “A” List  
To the fullest

**Experience**
[between]  
[dis]connected  
Action reaction  
Adjust accordingly  
Align  
All in  
And this is our story  
Come as you are… leave different  
Exposure  
In between  
Scratching the surface  
Snapshots  
Walk on the wild side

**Faith/Religion**
Genesis  
Growing in grace and knowledge  
Light your world  
Mind, body, spirit

**Games**
Game on  
iPlay  
Name of the game  
Playing the game  
Playing the hand you’re dealt  
The game is on…

**Humor/Fun**
Find the humor  
Just joking around  
Havin’ a good time  
Let the good times roll

**Identity**
Be you  
Defined  
Define yourself  
Find yourself inside  
Free to be me  
Identity  
Incognito  
More than a face in the crowd  
No one quite like us  
We are  
Who we are

**Impressions**
Be known  
Canvas  
Impression  
Leaving our mark  
Leave your mark  
Make a scene  
Make your mark

**Journey**
A journey not a destination  
Along the road  
Down the right track  
Every mile a memory  
Just down the road  
On the right track  
One road different paths  
Our journey within  
Taking the scenic route  
The ride of our lives

**Life**
And so it goes  
A slice of life  
As we know it  
C’est la vie  
If this is it…  
Intersect  
Just do it  
Life is…  
Life is a highway
Life unscripted
Live out loud
Making every day count
One day at a time
Pulse
Reality
School life is...
Settled
The bold adventure
The little things
What’s on your slate?

Number
180 days
Make it count
Take a number
The numbers game

Our story
Long story short
Now you know
Survival guide
What lies within

Perspectives
An inside look
A peek inside
A reflection of ourselves
Beneath the surface
Clarity
Coming into focus
Different point of view
Framed
Frames
Insight
Intertwine
Kaleidoscope
Lasting impressions
Our point of view
Perspective
Perspectives
Shattering perceptions
The view from here
The way we see it
Think small
Try a new angle
Vantage point
You are here

Popular Sayings
For what it’s worth
Generation why
Give and take
I want to be heard
Into play
Just sayin’
No joke
Signed, sealed, delivered

Puzzles
Crack the code
Finishing the puzzle
It all fits
Putting it all together
Putting the pieces together

Pride
Fact.
Own it
Pride
Show us your swag
Swagger
The original
To the core
You wish you were

Technology
Be your selfie
Electrify
Just a click away
Re.Mix
Get animated
@
Let’s chat
Staying connected
TechKnow
The text generation
Word travels fast

Time
Defining the moment
From summer to summer
Frozen in time
In the blink of an eye
In the moment
It’s a new day
Make it last forever
Measure the moments
Moments of impact
My year
No better time
Oh the year we’ve had
On any given day
Our time to shine
Our turn
Prime time
Seems like only yesterday
The right time
Time is fadin’ fast
Yesterday/today

Uniqueness
Anything but typical
Like no other
My shoes

Verbal/non-verbal
Ink
More than a feeling
More than words
Seen, heard, noted and quoted
Shout out loud
Spoken
Voice
Well said
Write out loud

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Finding your theme

Come up with your theme by brainstorming – a process of generating ideas in which nothing is rejected at the first stage. Start brainstorming for a theme using these questions:

What's new on campus?

What significant events are shaping the school year?

What current trends affect students?

How are the new seniors different from the graduating class?

What are the physical changes to your campus?

What is unique about your school?

What are the administration/faculty goals for next year?

What is the biggest challenge to your school?

What makes students most proud?

What makes the administration most proud?

What are the students' biggest complaints?

What five words best describe your school?

Describe a typical school day.

Describe a typical afternoon/evening.

Describe a typical weekend.
Using clues from the previous questions, list the five major ideas that best represent the flavor of next year.

1. 
2. 
3. 
4. 
5. 

As a staff, brainstorm these ideas to determine the one idea or combination of ideas that would best capture the year. Refer to the theme ideas starting on page 8 for some themes.

- Of these ideas, does one apply specifically to this school and year?

- If not, does one specifically relate to this school but not solely this year?

- If not, does one specifically relate to this year but not solely this school?

- If not, look through the themes located on the previous pages that have been used by others and see if one fits your situation.

Discuss the idea you have selected. Now is the time to be critical. Discuss words that relate to the idea. See if you can come up with even more creative wording. When the phrase is workable for everyone, and it conveys your idea in just a few words, this is your THEME!

Congratulations! State your theme below.

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A great theme idea will allow you to easily carry it throughout your book, completing your theme package.

Create a phrase that expresses this theme idea.

Determine colors and graphics that communicate the ideas. Make sketches.

Explain in a few words how or why the idea will fit this school year.
Create spin-off ideas for each section.

Student Life

Sports

Academics

Organizations

People

Ads

Now you will use your theme to help you create the parts of your yearbook and help determine your coverage.

The next several pages allow you ample space to sketch and keep notes about your cover and theme pages. As you go through the next steps to create the parts of your yearbook, remember to return here to record your decisions and draw your ideas.
OUR COMPLETE DESIGN

Once you have worked through the pages of this workbook, return to these two pages to sketch your final design and list your fonts and colors.

Our Theme: ________________________________

Fonts:

________________________

________________________

________________________

Formula Colors:

________________________

________________________

________________________

Notes:

________________________

________________________

________________________

________________________

Printed:

Decorated:

Hot foil:

Silk screen:

Lamination:

Grain:

Other:

Embossing/Debossing:

Fonts:

Title page

Type style

Display:

Body:

Captions:

Front endsheets

Type style

Display:

Body:

Captions:

Back endsheets

Type style

Display:

Body:

Captions:
SKETCH PAGES

Cover

The yearbook’s cover introduces the theme. Look at the covers in the covers section of this workbook from pages 34-61. Then, sketch your cover.

Hayu Saghalie, Monroe High School, Monroe, Washington

“Coming of Age,” Oaks Christian High School, Westlake Village, California

Eynie, Fauquier High School, Warrenton, Virginia

Princeps, Webb School of Knoxville, Knoxville, Tennessee
Front endsheets

The yearbook’s endsheets further develop the theme. When designing your endsheets, make them similar to keep your book cohesive. Sketch your front endsheets here.

Aquila, Ferndale High School, Ferndale, Washington

Pine Burr, Campbell University, Buies Creek, North Carolina

Archives, Edmond Santa Fe High School, Edmond, Oklahoma
Back endsheets

The yearbook’s endsheets further develop the theme. When designing your endsheets, make them similar to keep your book cohesive. Sketch your back endsheets here.

Saga, Walt Whitman High School, Bethesda, Maryland

Legend, Brookfield Central High School, Brookfield, Wisconsin

Raider, Gulliver Preparatory School, Miami, Florida
Back endsheets

Type style
Display:

Body:

Captions:

Other:

Sketch your back endsheets
Title page

On this page, put the title of your yearbook, the year, volume number, school name and complete address, including ZIP code. Many schools also include school enrollment and telephone number. Sketch a title page using this content and your theme elements.

Legend, William R. Boone High School, Orlando, Florida

The Creek, Timber Creek High School, Fort Worth, Texas

Buffalo, Haltom High School, Haltom City, Texas
Title page

Type style
Display:
Body:

Captions:

Other:

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Opening spread

This is where the story of the year at your school begins. You can choose to use a theme element or colors here, for continuity. Your theme also can be used as a direction for coverage. Sketch a design that reflects the theme and that story.

The Lion, McKinney High School, McKinney, Texas

Lair, Shawnee Mission Northwest High School, Shawnee, Kansas

Wildcat, Harding Academy, Searcy, Arkansas
Division spread

Division pages, also called dividers, need to carry the theme, too. Pick a section and sketch a division spread using theme elements that relate to the section.

Patriots’ Pride, Lake Brantley High School, Altamonte Springs, Florida

Stagecoach, Rye High School, Rye, New York

The Stampede, J. W. Mitchell High School, New Port Richey, Florida
Ads

You can make your ads consistent with the look of your book. Sketch a full page, half page and quarter page ad here, keeping your theme elements in mind. Ad pages and index pages go before your closing pages.

The Laker, Windermere Preparatory School, Windermere, Florida

Lancer Legend, Thousand Oaks High School, Thousand Oaks, California

Cougar Tales, Stoney Creek High School, Rochester Hills, Michigan
Ads

full page

half page

quarter page

Type style
Display:
Body:
Closing spread

This is where you begin to end the story. This spread should look like the opening spread. Sketch it here.
Closing page

This should be the last page of your book, and be similar to the opening and closing spreads. Sketch it here.

The Stampede, J. W. Mitchell High School, New Port Richey, Florida

Hauber, Shawnee Mission East High School, Prairie Village, Kansas
Closing page

Type style
Display: Captions:
Body: Other:

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STEP 2: SELECT YOUR COVER

Use the Image System and Impression System covers we offer on the following pages to help you decide what you want your theme to look like and how you want it expressed on the cover and throughout your yearbook.

If you choose to use one of these cover designs, make the cover personal to your school by changing the sample theme copy to the theme copy you have selected. Consider how a cover might look in your school colors, or with a different material, embossing or hot foil. Open your mind to the possibilities.

If you have an idea now, sketch your cover on the cover sketch page on page 17. Or, look through the covers and return to sketch it with any changes you would like.

Later in this book, you will decide on your theme colors and fonts. Keep those in mind as you consider the cover to illustrate your theme.

EM-18-E (Be)

LC-18-I (Moving Forward)

LC-18-A (Spark)
Creating covers with Walsworth

We have three cover systems that you can use to create your cover:

- Image System: four-color printed covers
- Impression System: material covers
- Custom-designed covers: Work with one of our artists to bring your idea to life.

Image and Impression covers are called systems because they have coordinating endsheets and division pages – an entire theme system. These covers can be customized in various ways.

Imagine how a cover might look with your personal theme, a color change or other item. If you do not see anything that fits your theme, then read about Custom-designed covers.

When you are done looking through this cover section, go to page 17 to sketch or make notes about the cover you selected.

**Image System**
(Four-color printed cover)

- LC-18-I (Moving Forward)

**Impression System**
(Material cover)

- EM-18-E (Be)

---

**Yearbook Blueprint ClikArt!**

Be sure to check out the new backgrounds, artwork and folios that complement the 2018 Image System and Impression System covers.

Use these elements to help complete the design of your yearbook. You can find this artwork in the Yearbook Blueprint section of the Walsworth ClikArt, found on Support Download.

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Image System covers

Whether you are looking for a classic or modern cover, or something in between, we offer lots of four-color printed cover choices. As you consider a cover, think about these options that are available with Image System covers.

To help complete the look of your yearbook, check out the corresponding artwork for endsheets, division pages and ClikArt for these 12 Image System covers.

The designs are shown flattened, so you can see the front and back at the same time.

![Image System covers](image)

LC-18-A (Spark)
Fonts: Rockwell, Bodoni Bold

LC-18-B (Together)
Fonts: Modern Art, Dartangnon Bold

LC-18-C (Where We’re From)
Font: Rockwell

LC-18-D (Life in Color)
Font: Helvetica Bold

LC-18-E (Virtuality)
Fonts: Dale, Ebony

LC-18-F (Movie)
Fonts: Real Virtue Bold, Persimmon

You can personalize this cover with a photo of your school!
• Image System covers can be customized with your yearbook name, theme and clip art in any color or background.
• General color changes to backgrounds may be made on ALL Image System covers. To specify the color, see the Formula Color chart in the back of this workbook or Walsworth’s Formula Color foldout.
• For an additional cost, Image covers look great on Khaki or White Linen cover material. If you choose this option, your book will be shrink-wrapped for shipping.
• For an additional cost, you can change the placement of four-color graphics or add photographs, hot foil, embossing or grains. See page 50 for examples.
• These samples represent a size 7 cover. On sizes 8 and 9, more art will show on the outside edges.
• Consult with your Walsworth Yearbook Sales representative to determine the best look for your school.

**LC-18-G (The Rewind)**
Font: Maximo

**LC-18-H (And the Story Begins)**
Fonts: Grimshaw Hand Bold, Century

**LC-18-I (Moving Forward)**
Font: Gunner

**LC-18-J (Step By Step)**
Font: Cinderella

**LC-18-K (Trending Now)**
Fonts: Impact, Avant Guard Bold

**LC-18-L (Uncharted)**
Fonts: Times Italic, Maximo Bold

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Image System covers

The following covers, plus the Creative Services covers, can be modified to be your very own! Ask your Walsworth Yearbooks sales representative for details.

LC-18-M (Adventure is Out Here)

LC-17-O (Anchor)

LC-12-I (Spirit)

LC-16-D (Cruisin’)

LC-16-I (Beginnings)
• Covers may be customized with your yearbook name, theme and clip art in any color.
• General color changes to backgrounds may be made on ALL Image covers.
• For an additional cost, you can change the placement of four-color graphics or add photographs, hot foil, embossing or grains on Walsworth's Image covers.
• These samples represent a size 7 cover. On sizes 8 and 9, more art will show on the outside edges.

LC-16-M (Looking Back)

LC-12-S (Sunset)

LC-15-N (Hoot)

LC-14-J (Monster)

LC-17-A (It All Fits)
Image System covers

These covers look great on Khaki or White Linen cover material.

LC-14-M (Keyhole)

LC-12-B (Shift)

LC-17-K (Up and Away)

LC-17-M (Alive)

LC-14-P (Essentials)
Image System covers

LC-12-A (Growing)

LC-14-A (Space Between)

LC-16-H (Make Some Noise)

LC-14-E (Prism)

LC-16-F (Just Picture It)
These covers look great on Khaki or White Linen cover material.
Image System covers

These covers look great on Khaki or White Linen cover material.

LC-18-P (Twist)

LC-15-K (Spirit in Motion)

LC-15-M (To Infinity)

LC-15-E (Connections)
These covers look great on Khaki or White Linen cover material.
Custom-designed covers

If you still haven’t found the perfect cover design, let one of our award-winning Creative Services artists create a custom cover that is unique to your theme. Our professional designers can help you design a cover, matching endsheets and division pages.

You can meet with an artist at most Walsworth workshops throughout the spring and summer, or online in a Virtual Cover session. Working online, discuss cover ideas and watch the artist create your cover sketch for your approval during the session right from your classroom!

Talk to your Walsworth Yearbooks sales representative about these custom covers, as there is an additional charge.

- Rosetta Wheeler High School
  Four-color with gloss lamination

- Athenian, Deland High School, Deland, Fla.

- Our World Neighborhood Charter
  Four-color with matte lamination and clear silk screen

- Macks Creek High School
  Four-color with matte lamination

- T.R. Robinson High School
  Four-color cover with matte lamination and clear silk screen, embossing and debossing

- Liberty Christian Academy
  Four-color with matte lamination, embossing and debossing
Look at these samples of covers created by Walsworth Yearbooks artists during the past year. Any of these covers can be modified for your school.

To see more custom covers, visit the Cover Gallery in the Design Showcase at walsworthyearbooks.com/covergallery.
Custom-designed covers

Midwood High School
Four-color with matte lamination, clear silk screen and bright gold hot foil

New Knoxville High School
Four-color with matte lamination and clear silk screen

Park Place Middle School
Four-color printed on Luminaire White linen

Oakwood Adventists Academy
Four-color printed on white linen

Arcanum High School
Four-color printed on white linen

Oberon Middle School
Four-color with gloss lamination and sculpture debossing

Preble High School
Four-color printed on white linen

Oxford Middle School
Special order Textured Black Dust cover material with cyan, gold, purple and white silk screens
Sultan High School
Four-color with matte lamination, clear silk screen and embossing

Eastwood Christian School
Four-color with matte lamination, clear silk screen

New Hope-Solebury High School
Four-color with matte lamination and clear silk screen

Howard Lake Waverly Winsted
Four-color with matte lamination

Athens Jr./Sr. High School
Four-color with matte lamination and clear silk screen

Bainbridge High School
Four-color with matte lamination, bright gold hot foil, clear silk screen and laser cut.

Eastwood Christian School
Four-color with matte lamination and clear silk screen

New Hope-Solebury High School
Four-color with matte lamination, clear silk screen, matte gold and debossing

La Sierra Academy
Four-color with matte lamination and clear silk screen

Sultan High School
Four-color with matte lamination, clear silk screen and embossing

Crocket High School
Four-color with matte lamination and clear silk screen

Bainbridge High School
Four-color with matte lamination, bright gold hot foil, clear silk screen and laser cut.

Eastwood Christian School
Four-color with matte lamination and clear silk screen

New Hope-Solebury High School
Four-color with matte lamination and clear silk screen

Howard Lake Waverly Winsted
Four-color with matte lamination

Athens Jr./Sr. High School
Four-color with matte lamination and clear silk screen

Bainbridge High School
Four-color with matte lamination, bright gold hot foil, clear silk screen and laser cut.

Eastwood Christian School
Four-color with matte lamination and clear silk screen

New Hope-Solebury High School
Four-color with matte lamination, clear silk screen, matte gold and debossing

La Sierra Academy
Four-color with matte lamination and clear silk screen

Sultan High School
Four-color with matte lamination, clear silk screen and embossing

Crocket High School
Four-color with matte lamination and clear silk screen

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More choices for your Image System cover

Curious about how an Image cover might look with the changes you can make? The examples on this page show how an original Image System cover may be personalized for your school. These covers may be personalized with your yearbook name, theme, colors and clip art (yours or Walsworth’s), hot foil, embossing or grains. You also can add a photograph. See the Formula Color chart in this workbook or Walsworth’s Formula Color foldout to specify color. Be sure to talk to your Walsworth Yearbooks sales representative for details on extra-cost items.

Hot foil
Make elements of your cover stand out by adding a shine with hot foil. This technique applies a very thin foil to your design. See your yearbook sales representative for hot foil color choices.

Emboss
Add dimension to your cover with embossing. This technique takes elements in your design and raises them above the surface, giving your cover a unique feel.

Graining
Give your cover a rich look and feel with graining. The texture adds the sense of touch to your yearbook theme, and provides a look that reminds readers of the importance of this year in their lives.

General color changes to backgrounds may be made on ALL Image System covers.

LC-18-J-1 (Step By Step)
Addition of Bright Gold hot foil to theme and spine copy

LC-18-J-1 (Step By Step)
Addition of embossing to theme on front cover

LC-18-J-1 (Step By Step)
Addition of Grain GR-4 Whirlpool applied to front and back of cover

Walsworth yearbooks
2018 tip-ons
Feature your school's mascot on the cover of your yearbook with one of our tip-ons. These high-quality photo decals are based on the nation’s most popular mascots. They are designed to work with an embossed die EM-18-M. Consult your Walsworth Yearbooks sales representative for details.

Use EM-18-M embossing die to work with one of these tip-ons. Or create your own custom tip-on.

walsworthyearbooks.com
**Impression System covers, it’s as easy as 1, 2, 3!**

Your yearbook is forever, so make a lasting impression with Walsworth’s Impression System covers. Impression material-based covers add the rich look and feel of embossing to your book without the expense of creating custom dies. These embossed designs are available in an exciting mix of traditional and contemporary styles. Many of the designs have multi-levels of embossing represented by different shades of gray. Once you have selected one of these embossing designs, choose from our wide variety of cover materials, silk screen ink colors and hot foils to create a design personal to your school. Hundreds of options are possible!

### 2018 embossing dies

These images represent the levels of embossing that will be applied to your cover if you select one of these Impression System cover designs. The samples shown here represent a size 7 cover. On sizes 8 or 9, more material will show on the outside edges of the cover. **These Impression System cover dies cannot be altered.**

![EM-18-A (Medal)](image1) ![EM-18-B (Our Journey)](image2) ![EM-18-C (Storybook)](image3) ![EM-18-D (Circles)](image4)  
![EM-18-E (Be)](image5) ![EM-18-F (Crest)](image6) ![EM-18-G (Retro)](image7) ![EM-18-H (Puzzle)](image8)  
![EM-18-I (Thumbprint)](image9) ![EM-18-J (Vintage)](image10) ![EM-18-K (Grunge)](image11) ![EM-18-L (Organic)](image12)
Cover materials

Select your Impression System cover design and then choose a cover material. Upgrade with a premium material and give your cover the high-quality look it deserves. These covers also accept hot foil and embossing. Extra charges may apply, so talk with your Walsworth Yearbooks sales representative.

Classic
Bookcloth linen
Premium Leathertone
Premium Rich Matte
Premium Luminaire Linen
Premium Silktone
Iridescents (special order)
Textured (special order)

Applications

After selecting your cover material, choose from many different applications to add your theme and graphics and decorate your cover. With more than 30 hot foils and 30 silk screens, the combinations are limitless. Adding various applications could cost a little more, so be sure to consult your Walsworth Yearbooks sales representative for details on cost and the full selection of materials available.

Silk screens
Silk screen inks are an affordable way to apply color to cover materials. These inks can be used on all Classic, Bookcloth and Premium cover materials.

Hot foils
Applied by heat and tons of pressure, hot foils add an element of metallic sheen to cover materials and endsheets. Use a foil to give your theme impact. There is a large variety of hot foil colors to choose from.

walsworthyearbooks.com
Impression System covers
Create a book that is unique for your school. Start with Walsworth's Impression System covers and add more than one application to your base material. For a small charge, you can add a hot foil or several silk screen ink colors. Many additional applications can be used on your Impression System cover to make an impression on your readers. Remember, additional applications mean extra charges, so talk about your ideas with your Walsworth Yearbooks sales representative.

Step 1
Select an Impression System cover embossing design

EM-18-A (Medal)

Step 2
Select a cover material

Classic Light Blue cover material

Classic Light Blue cover material with EM-18-A (Medal) applied

Embossing adds dimension to your cover. This technique takes elements on your cover and raises them above the surface, giving your yearbook cover a unique feel. Choose from the pre-existing embossing die work on pages 52 and 56 or create your own embossing design for an additional charge.
Step 3
Select a silk screen ink

Enhance your design with hot foil!

Hot foil
Upgrade your cover by adding a foil. A foil adds shine to your cover. This technique applies a very thin foil to your design. See your yearbook sales representative for available hot foil color choices.

EM-18-A2 (Medal)
Classic Light Blue cover material with EM-18-A (Medal), Bright Blue 504 silk screen and Bright Silver hot foil applied

Due to the photographic qualities of some cover materials, such as foils, representations may not be exact.

walsworthyearbooks.com
**Bonus embossing dies**

Can't find an Impression System cover design that fits your theme, check out some of our bonus standard cover embossing die work inspired by actual school-designed covers. Use any of these dies to emboss/deboss sections of your printed or material cover. Use silk screens and hot foils to add your theme and create your own personalized design. The placement of these embossing dies can be moved around the cover to fit your design, but the actual artwork cannot be altered.

Use this embossed design with any of the tip-ons on page 51.

- **EM-18-M (5 in. x 5 in.):** Debossed area for tip-on with embossed frame
- **EM-18-N (5.5 in. x 7.25 in.):** Debossed area
- **EM-18-O (1.75 in. x 7.5 in.):** Embossed letters
- **EM-18-P (9.25 in. x 7.25 in.):** Debossed area
- **EM-18-Q (3.75 in. x 7.5 in.):** Debossed area
- **EM-18-R (4.5 in. x 8 in.):** Debossed area
- **EM-18-S (7.875 in. x 8.625 in.):** Embossed area
- **EM-18-T (3.75 in. x 6.5 in.):** Embossed letters
- **EM-18-U (6.75 in. x 7.75 in.):** Debossed/embossed area

Don't see an embossing die that works for you? Create your own custom embossing die! See your Walsworth Yearbooks representative for details.
Enhance your design with embossing/debossing!

Material Covers

EM-18-O (1.75 in. x 7.5 in.)
Embossed letters

EM-18-O1
Rich Matte Jet Black cover material with EM-18-O, White 800, Bright Red 301 and Clear silk screens applied

EM-18-R (4.5 in. x 8 in.)
Debossed area

EM-18-R1
Rich Matte Blue cover material with EM-18-R, Bright Blue 504, Black 700 silk screen and Fantastic Rainbow hot foil applied

Printed Covers

EM-18-O2
Four-color printed cover with EM-18-O applied

EM-18-R2
Four-color printed cover with EM-18-R applied

walsworthyyearbooks.com
Burnishing

Burnishing is a technique in which a custom design is burned into your cover. Using a little heat, your design becomes a darker shade of the cover material you have selected.

Burnishing can be applied to Silktone and Leathertone cover materials only. See your Walsworth Yearbooks sales representative for samples of these cover materials.

Extra charges apply, so talk about your ideas with your Walsworth Yearbooks sales representative.
Branding

Branding a design element on your cover will change the element’s color. It is a cool way to get a light-colored design element etched onto a dark cover material.

Select one of Walsworth’s standard branding designs or create your own. Choose between 20% and 40% branding depths to create a unique design. Talk to your Walsworth Yearbooks sales representative about branding designs for your cover!

The color of the cover material greatly affects the tint of the branding. It is not possible to match or guarantee a specific color of the branding design.
Laser-cut cover designs

A laser cut adds a level of intrigue to your book. The reader is given a glimpse at what is awaiting them on the inside of the book and can’t help but to open the cover!

Select one of Walsworth’s standard laser-cut covers or create your own. Remember to keep your endsheet design in mind when doing a laser-cut cover. Talk to your Walsworth Yearbooks sales representative about laser cuts for your cover.

LL-18-R (Square) approx. 3.5” x 3.5”
LL-18-S (Star) approx. 3.5” x 3.5”
LL-18-T (Rectangle) approx. 5” x 3.5”
LL-18-V (18 Box) approx. 3.75” x 2”
LL-18-W (Speech Bubble) approx. 5” x 4”
LL-18-X (Cloud) approx. 5” x 3”
LL-18-Z (Light Bulb) approx. 3” x 5”
LL-18-A (Circle) approx. 3.5” x 3.5”
LL-18-B (Hashtag) approx. 3.5” x 3.5”
LL-18-C (At symbol) approx. 3.5” x 3.5”
LL-18-D (Scratches) approx. 5” x 5”
LL-18-E (Planet) approx. 4” x 4”
Laser-cut endsheet designs

Laser cuts can also be used on your endsheets. You can select from one of our pre-designed endsheet laser cuts or create a unique design of your own.

LL-18-M (2018) approx. 3.375" x 4"
LL-18-N (2018 Box) approx. 1.5" x 5"
LL-18-O (Human) approx. 3.75" x 8.5"

If your book is to have a laser cut endsheet, you must submit page one when you submit your endsheet materials.

Custom laser cut designs!

Inner Visions, NSU University School, Fort Lauderdale, Florida

The Rune, Lake Stevens High School, Lake Stevens, Washington

walsworthyearbooks.com
STEP 3: SELECT YOUR THEME ITEMS

Now you need to select the items that define your theme: colors, fonts, graphics and folios. These items, together called a theme package, appear on your cover and theme pages – the endsheets, title page, opening, section divider spreads and closing. These pages help to carry your theme throughout your yearbook to make it a cohesive volume.

If you are using Image or Impression Systems covers, Walsworth has created coordinating theme packages for them. If you are using a Walsworth artist, you or the artist can design your own theme pages.

The following pages offer you examples of theme packages. Then the next section shows your color and font choices. Remember to return to the sketch section on pages 16-33 to make drawings and notes about your theme pages.
Endsheets

Endsheets are the pages that hold the text pages to the cover. They can be used to further develop the theme. Many yearbook staffs place the table of contents on the front endsheet and theme graphics on the back. Endsheets also provide a great place for autographs.

Both the Image System and Impression System have endsheets that coordinate with your covers. Or, if you are using a custom-designed cover, your Walsworth artist can develop your endsheets.

When you are done looking through this endsheet section, return to pages 18-21 to sketch or make notes about the front and back endsheets you selected.

select your theme items

LE-18-I (Moving Forward)

LE-18-K (Trending Now)

LE-18-L (Uncharted)
Image System endsheets

Full-color Image System endsheets coordinate with the Image System covers, bringing a consistent look inside and out. You can also mix and match — the choice is yours! Image System endsheets are an extra-cost item, so talk to your Walsworth Yearbooks sales representative before picking a design.

LE-18-A (Spark)  
LE-18-B (Together)  
LE-18-C (Where We’re From)  
LE-18-D (Life in Color)  
LE-18-E (Virtuality)  
LE-18-F (Movie)
• For an additional cost, you can change the colors or placement of graphics as well as add printing, hot foil or embossing to Image System endsheets.
• The samples shown represent a size 7 endsheet. On sizes 8 and 9, more art will show on the outside edges.
• The samples shown are available on Standard White Uncoated Endleaf paper only. For an additional cost you can select from a variety of endsheet papers. See your Walsworth Yearbooks sales representative for pricing.
• These Image System endsheets below print four-color litho.
Impression System endsheets

Coordinate your Impression System cover with matching endsheets. The endsheets below are designed in one color. Choose a spot color or Formula Color to match your cover, school colors or theme. For an additional charge you can print these endsheets in four color. These endsheets are available at a modest charge, so talk to your Walsworth Yearbooks sales representative for details.

EE-18-A (Medal)

EE-18-B (Our Journey)

EE-18-C (Storybook)

EE-18-D (Circles)

EE-18-E (Be)

EE-18-F (Crest)
• Impression System endsheets are available for an additional cost.
• The endsheets below are designed in one color. For an additional cost, you can change the colors or placement of graphics as well as add printing, hot foil or embossing.
• The samples shown represent a size 7 endsheet. On sizes 8 and 9, more art will show on the outside edges.
Endsheet upgrades

FSC-certified paper

To Walsworth, being green is a way of life. For more than 20 years, we have worked to recycle, replace and sustain our resources to improve our community and the environment. Walsworth offers endsheet papers that have Forest Stewardship Council® (FSC®) certification (FSC-C004755), meaning these materials come from responsibly managed forests.
For an additional cost, you can change the colors or placement of graphics as well as add more printing, hot foil or embossing to your endsheets.

**Hot foil**
Add a shine to your endsheets by using hot foil. This technique applies a very thin foil to your design. See your yearbook sales representative for available hot foil color choices.

**Emboss**
Add dimension to your endsheets with embossing. This technique takes elements in your design and raises them above the surface, giving your endsheets a unique feel.

**Graining**
Add a rich look and feel to your endsheets with graining. Convey your theme in a way that makes readers look twice when they open the yearbook.

*All Premium endsheet papers can be grained with any of our 35 grains. Please see your Walsworth Yearbooks sales representative for a complete list of endsheet papers and grains.*

walsworthyyearbooks.com
DIVIDERS
Image System dividers
Divider pages, which separate the main sections of the yearbook, have the section title, photos and sometimes explanatory copy. Single pages can be used for divider pages, but usually they are double-page spreads. After reviewing the packages here, remember to return to the sketch area on pages 23 and 27 to draw and make notes about the title and divider pages you want.

With graphics from the Image System, you have a choice of divider pages to complement your covers and endsheets. Use them as they are, or personalize them by printing section names over these color images.

Double Page  Single Page  Double Page  Single Page
LD-18-C (Where We’re From)  LS-18-C  LD-18-D (Life in Color)  LS-18-D
LD-18-E (Virtuality)  LS-18-E  LD-18-F (Movie)  LS-18-F
• For an additional charge, you can move the graphics on these divider pages.
• Specify single-page (LS) or double-page spread (LD).
• Customize these divider pages by using your yearbook’s section titles.
• Headings will be placed on the dividers as shown in these examples.
• InDesign schools should consult their Walsworth Yearbooks sales representative for submission procedures.
Impression System dividers

Divider pages make a nice, clean transition between sections. Walsworth has created divider pages from graphics that correspond to our Impression System covers, letting you carry your cover’s look throughout the book. These divider pages are printed in one color. Choose a spot color or Formula Color to match your cover, school colors or theme. You can personalize the dividers by printing section names over these black-and-white images or use the dividers to take advantage of their professional appeal.
• Specify single-page (ES) or double-page spread (ED).
• You may move graphics on these pages for a charge.
• You can customize these divider pages by using your yearbook’s section titles.
• Headings will be placed on the dividers as shown in these examples. Copy will be printed in black ink only.
  You can print in another ink color for an additional charge.
• InDesign schools should consult with their Walsworth Yearbooks sales representative for submission procedures.

<table>
<thead>
<tr>
<th>Double Page</th>
<th>Single Page</th>
<th>Double Page</th>
<th>Single Page</th>
</tr>
</thead>
</table>

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Get the most powerful yearbook journalism curriculum

YEARBOOK SUITE

The activities were short and easy to use, making the concepts very simple to review and go over with my students. I feel the ‘fluff’ is left out and the necessary skills to create a yearbook are kept in place.

–Erica Aceret, adviser, Oswego High School, Oswego, Illinois
Engage your students with collaborative learning activities using the printed student workbooks and Adviser Edition binder versions of Walsworth’s Yearbook Suite curriculum.

The Yearbook Suite units

New Adviser’s Field Guide to Yearbook  NEW
by Jill Chittum, MJE, and Mike Taylor, CJE
You have a lot to learn, and we’re here to help! Use this valuable resource to get started and excel in your very first year.

Staff Management Through Team Building
by Jessica Young, MJE
Whether you have a small staff or a big one, a class or a club, your yearbook staff needs to be organized, understand each other and work together. Use this unit to get, and keep, everybody on the same page.

Finding Your Theme
by Crystal Kazmierski
Discovering the right yearbook theme for your school in your year can be difficult. This unit will help you develop and mold new, creative theme ideas while still maintaining your sanity.

Coverage: The Heart of the Yearbook
by Jim Jordan
Deciding what your yearbook staff will cover and how they will cover it is one of the most important decisions you make. This unit will guide them through the process of mapping out coverage.

Understanding Why Design Matters
by Mike Taylor, CJE
Teach fundamental yearbook design principles with this unit, including how to recognize good design elements, how to start a design from scratch, how to create a basic spread and the importance of packaging.

The Art of the Interview
by Evan Blackwell, CJE
Before writers can start crafting their yearbook articles, information must be gathered. One of the most important ways journalists do this is through interviewing sources. Learn how in this unit.

Writing: Tell Me a Story
by Susan Massy
To capture the hearts and minds of readers, your yearbook staff should be writing personal stories and finding unique angles for the year. This unit will help kick-start that creative process.

Complete Your Copy with Captions and Headlines
by Renee Burke, MJE
Captions and headlines will be the most-read copy in your yearbook, so they deserve proper attention. Help students learn how to write captions and headlines that grab the reader’s eye and keep them on the page.

Photojournalism: Telling Stories with Images
by Bradley Wilson, Ph.D.
Great photos will help tell the story of the year in a way your readers will always remember. This unit introduces them to the world of photography and journalism, and teaches them how to take quality photos for the yearbook.

Engage Your Audience and Sell More Yearbooks with Strategic Marketing
by Kristin Mateski, CJE
You and your staff have worked so hard on your yearbook; make sure your work is seen! Learn principles of marketing, how to plan your marketing for the year and easy, effective tactics you should use now.

Make Copy Shine by Editing
by Sabrina Schmitz, CJE
Creating a perfect, mistake-free yearbook is a dream, but it should be the goal. Learn the ways of copy editing in this unit, and bring credibility and journalistic integrity to your staff in the process.

Yearbooks, the Law and You
by Trevor Ivan
Producing a yearbook can lead to plenty of legal questions. This unit helps you understand them all – First Amendment rights, libel, invasion of privacy, copyright and more.

To learn more and order, go to walsworthyearbooks.com/yearbooksuite.
**STEPS 4 & 5: SELECT FONTS AND COLORS**

Give your fonts careful consideration, as they are an important aspect of your design. The correct selections can add to the entire dynamic of your design and theme. See pages 108—112 for a complete list of the body and display fonts Walsworth offers. Fonts are also listed in the Font foldout provided in your Planning Kit.

Selecting a color palette sets the tone you convey with your theme and will keep your yearbook consistent throughout. To specify the Formula Colors you want to use, select them from the back cover of this book or the Formula Color foldout provided in your Planning Kit.

**STEP 6: CREATE YOUR CONTENTS**

**Coverage—Capturing the events, issues and activities important to the students at your school in this school year**

The best coverage:

- Considers the interests and opinions of all potential readers.
- Includes coverage of shared interests but explores subtle differences that give the school its personality.
- Looks at an entire year, including summer and vacations.
- Has fresh angles to traditional events.
- Includes trends and issues of the year.
- Includes topics from all aspects of students’ lives – in and out of school, academic and social, school-sponsored and individual, organized and spontaneous, serious and fun, and local and far-ranging.
- Should always be the viewpoint of the students, not of the faculty and administration.
- Is obtained by cultivating sources, thorough research, active reporting and interviewing.
- Is written and photographed to interest the participants, the observers and the uninformed.
- Will appeal to readers from distribution to decades in the future.
- Includes specifics – who, what, when, where, why and how – with emphasis on the names of everyone in the photos.

To learn more about coverage, order the “Coverage: The Heart of the Yearbook” unit from our Yearbook Suite curriculum. Go to walsworthyearbooks.com/yearbooksuite to order.
Terms

Chronological organization  Arrangement of yearbook coverage so it follows the course of the year, using days, weeks, months or seasons.

Deadlines  Time when items are due, such as copy and pictures to the editor or pages to the printer.

Double-page spreads  Two facing pages designed as one unit.

Flat  One side of a signature.

Ladder  Spread-by-spread topical outline of the yearbook.

Natural spread  Two facing pages that are printed side-by-side on a flat.

Sectional organization  Topical arrangement of a yearbook under these section headings, or some variation: student life, academics, organizations and activities, sports, individuals or people, advertising or community, index, and magazine or mini-mag.

Signature  A large sheet of paper on which eight pages (a flat) are printed on each side. After both sides have been printed, the sheet is folded and cut so the pages are in book form.

Story  An account that focuses on a person or people and their experiences related to a subject, event or activity.

Topic  A subject, event or activity that is the basis for a story; homecoming, track and band are topics, while students who did not attend the homecoming dance, the star runner on the track team and the players in the tuba section are story ideas under those topics.
Design—A purposeful arrangement of items for a pleasing and functional effect, whether it is a poster, shoe, car or yearbook page

To learn more about design, order the “Understanding Why Design Matters” unit from our Yearbook Suite curriculum. Go to walsworthyearbooks.com/yearbooksuite to order.

Principles of design

**Alignment** Lining up elements on a page to create a sense of order; grids, images and text can be placed straight and equidistant to other elements on the page

**Repetition** To unify a design and provide visual interest by repeating elements
Balance Arranging objects that are not equal in size, tone and color, such as images, headlines, copy and graphics, in a manner to create equilibrium on a spread, page or cover.

Contrast Including elements on a spread that contrast in size and weight will provide visual interest and create emphasis that will help lead the reader’s eyes throughout the design.

Terms

Bleed Extension of images, graphics or backgrounds beyond the trim marks on the edges of a page, leaving no white margin

Columnar design Vertical division of a page or spread, with non-printing lines that establishes a basic width for copy and captions; images begin and end at column breaks

Dominant An element that commands the reader’s attention on a spread by size and/or importance

Eyeline Horizontal line, actual or implied, running across a spread above or below the exact center to create unity

Internal margins Amount of space between all elements on the spread; often one pica, it should be consistent throughout a spread

Proportion A size relationship; whether a horizontal or vertical photograph, the ratio of width to height should be 3:5

White space Absence of elements in an area on a spread
**Design: step by step**

**Step 1**

**Choose a column plan.**
Columnar design brings consistency to your publication and is the foundation of all good yearbook design. Depending on the amount of space you leave in the gutter and the external margins you want, the width of the individual columns will change. In the 24-column plan we will be using here, most likely each column will be around 3 picas in width. Notice just two picas have been left in the gutter.

![Diagram showing 24 columns with eyeline and dominant photo]

**Step 2**

**Place the dominant photo.**
Place the dominant photo shape slightly off center. Don’t have it straddle the gutter; it should run across the gutter. It should be at least 2 1/2 times larger than any other photo on the spread and will be the focal point of the entire double-page spread. You also can bleed it from the top and bottom.

![Diagram showing dominant photo with eye line]

**Step 5**

**Place other photos.**
Place one to four more photographs around the dominant. Keep a one-pica internal margin between all elements. Do not leave any trapped white space. Be sure to plan for the placement of your captions.

![Diagram showing eyeline, dominant photo, and other photos]

**Step 6**

**Position the captions.**
Position a caption for each photo that touches that picture while maintaining a consistent one pica internal margin. Do not stack more than two captions. If you have placed your captions well, you will not need to place markers (right, left, top or bottom) because the placement and the caption lead should identify the photo. Make each caption at least four picas deep.

![Diagram showing eyeline, dominant photo, and captions]
Step 3

Repeat the dominant shape.
Place the next photo shape, which should roughly repeat the shape of the dominant. Notice the horizontal eyeline running across the bottom of the page. It should run several picas above or below the center of the spread and will help hold the spread together as a single unit, as well as lead the reader from one side to the other. The eyeline may be broken by a single element, here, the dominant photo.

Step 4

Contrast the dominant shape.
Place a photo that contrasts the shape of the dominant photo. Since our dominant was more vertical, this photo will be more horizontal. Keep in mind that you will need space for your headline, copy block and captions. All captions should touch the photos they are describing, be the width of a column and never be stacked more than two high. Never trap captions in the middle of the spread. Keep them to the outside and do not allow them to be surrounded by more than two other elements.

Step 7

Place the headline/copy package.
Devise a dynamic headline style that will effectively lead the reader into the copy block. Include a secondary headline to provide the reader more information about what will follow in the copy block. The headline package should nearly stretch across the width of the copy block. Place the copy onto the spread in the remaining space to the outside. Each column of text will be in the width of each of the individual columns. It could be either two or three columns wide. Be sure to even the length of the columns to leave no trapped white space.
Photography — Great photos are made. They don’t just happen.

- **Know your equipment** Learn basic camera handling and controls.
- **Think composition** Learn the principles of photographic composition and apply them to placing the scene in the viewfinder. Move for better composition; then make the photo.
- **Crop for visual impact** Crop carefully and effectively to add impact to your images. The right crop can take an image from good to great.
- **Know your subject** Research the assignment before you arrive. Work with others on the staff to determine the visual stories to be captured.
- **See the image environment** Think format, background, metering and lighting. Pre-think metering and learn to use flash effectively. Take test shots before the event begins to make sure your camera settings are correct.
- **Observe before you start shooting** Watch how the action unfolds and anticipate the best moments to make photos. Constantly scan the situation for interesting image possibilities.
- **Wait for it** Great photo potential at a dull moment does not make a great photo. Be patient and wait for the right photo opportunities.
- **Look beyond the obvious** Don’t get so caught up in the main action that you miss great photo possibilities on the sidelines. Take shots of the whole event, then grab the details by zooming in or moving closer.
- **Follow through** Great photo moments are often followed by another great moment. Make sure you get your one great shot, then keep shooting. Make sure you have plenty of battery power. Arrive early and stay late.

To learn more about photography, order the “Photojournalism: Telling Stories with Images” unit from our **Yearbook Suite** curriculum. Go to [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite) to order.
Terms

Action shot — Photo showing subject or object in motion

Angle — Vantage point a photo was taken from, as in eye level, bird’s eye view or worm’s eye view

Candid — An un-posed picture, great for showing emotion as well as relationship between two or more people

Center of visual interest — The main point of interest in an image (CVI), if effectively placed, it is the first place the eye rests when looking at the image

Contrast — Difference in brightness between the light and dark portions of an image

Depth of field — Points nearest and farthest from the camera that are exceptionally sharp, or the range of things in the scene, from front to back, that remain sharp; creates a sense of depth

Filled frame — Subject occupies entire frame of the photo, accomplished by zooming in or stepping closer to the subject

Framing — Compositional technique in which the center of interest is viewed through something. Natural frames, such as objects or people, are the most effective and are in the foreground and slightly out of focus

Group interaction — An image of three or more people and the dynamics, or moving force, of their behavior together, such as players in a game, fans in the stands, or students at play rehearsal, a science lab or community service

Leading lines — Lines within an image that lead the eye to another point in or out of the image. Lines could be made up of arms, stair railings, fences, bridges or a shoreline

Repetition — Lines or shapes in a photo that reoccur, creating a pattern

Rule of thirds — A scene in the viewfinder or an image divided into thirds vertically and horizontally, like a tic-tac-toe board, so the focal point falls at one of the intersections, putting the center of interest slightly off center, making the image seem more dynamic

Selective focus — Visual emphasis created by making the background or foreground sharper

Single person showcasing reflection — An image of one person reflecting on the project or activity in which they are engaged

Two people showcasing relationship — An image of two people showing the nature of their relationship, such as friendly, competitive, family or dating

Vantage point/point of view — Place and position from which a photographer takes a photo to create a more interesting photo
Captions — A few words or lines of text that describe, add information and answer questions about a photo; also called a cutline

Every photo needs a caption, and every photo should have a great caption.

- Captions are the most-read pieces of copy on a spread.
- Captions will tell you today, and remind you in 20 years, who is in the photo and what is happening.
- Include the 5Ws and H; stick to the facts.
- Identify the people in the photo, at least those in the center of visual interest.
- Use complete sentences in a variety of sentence patterns.
- Don't lead with a name.
- Don't repeat information; example: If “All smiles” is your lead in, don’t say in the first sentence, “Mary Smith was all smiles when she was named homecoming queen.”
- Don’t write joke captions.

So how do you write a great caption? Captions have four parts – A, B, C, D

A — Attention Getter
B — Basic Information
C — Complementary information
D — Direct Quote

**A — Attention Getter**

Attention getters are mini-headlines that make a direct link from the caption to the photo.

*Under the influence.* In a game between the teachers and students, junior William Smith tips over a platform due to the drunk goggles he was wearing. Although the students won, he ended up getting something more than just a victory. “It was really fun,” he said. “But I got a bruise after that fall.” Photo by Adrienne Sebold.

The Legend, El Dorado High School, El Paso, Texas
B — Basic Information

• This is the first sentence.
• Put as many of the 5Ws and the H as you can in this sentence.
• Tell what is happening in the photo without being obvious.
• Use present tense.

C — Complementary Information

• A sentence that tells something that cannot be seen.
• Tell the reader what happened before or after the photo was taken to add context.
• Use past tense.

D — Direct Quote

• A unique quote from someone in the photo discussing an aspect of the event or photo. Tell the reader what happened before or after the photo was taken to add context.
• Quotes should add emotion.
• Quotes are not just facts.

To learn more about writing captions, order the “Complete Your Copy with Captions and Headlines” unit from our Yearbook Suite curriculum. Go to walsworthyyearbooks.com/yearbooksuite to order.
Copy — Telling a story in a way that people want to read

Every good story has a structure that can be outlined. This structure below is the most common to yearbook stories. An interesting lead and a strong conclusion cap both ends, with the storytelling quotes and transitions woven tightly together. Notice in this example how the conclusion is actually a third quote that wraps up the story. Often, this is very effective.

Consider the following story adapted from the Westlake High School Wah•Kon•Tah yearbook in Westlake Village, Calif.

In the spring of their junior year, many students applied to join the National Honor Society. After each application was reviewed, only the most outstanding students were chosen to become members of NHS.

“The application was similar to the basic college application,” Christine Hwang, senior, said.

NHS was a nationally recognized club with different chapters all over the United States. This chapter made their group different by doing at least one service project each month.

“There isn’t any other club on campus that is exclusively meant for doing community service projects,” Pradeep Ramesh, senior, said.

The students’ service projects varied from month to month. Toward the beginning of the year, they volunteered at Sunrise, the local assisted living complex. They talked, played music and played games with the elderly at the facility. During the holidays, NHS members made shoeboxes full of toys for under-privileged children.

“I joined NHS because I thought it would look good on college applications, but I quickly learned that helping the elderly or doing service projects was its own reward,” Liam Smith, junior, said. “I guess that sounds cliché, but it’s true.”

To learn more about writing great copy, order the “Writing: Tell Me a Story” unit from our Yearbook Suite curriculum. Go to walsworthyearbooks.com/yearbooksuite to order.
Example

With these hands
Two rough hands pushed a mop down the hallway cleaning up the trash and spills that 1,783 students left behind each school day.

“Our job consists of a lot of things: loading, lifting, cleaning and fixing. Basically anything that needs doing around here,” custodian Matthew Ray said.

The custodial staff dealt with cleaning up anything from food wrappers to overflowing toilets. Some arrived an hour and a half before classes began; others didn’t leave until long after the students had.

“My shift runs from 7:30 a.m. to 4 p.m. each day, but that’s just my shift. Someone’ll come in at 4 p.m. to begin the night shift,” Ray said.

Because they spent so much time at school, the custodial staff knew exactly what happened in the halls.

“I’ve seen kids run down the hallway with an open bottle of water,” custodian Jean Padgett said, forming his hand as if holding a bottle. He turned his hand sideways in a pouring motion to mimic the kids.

“The hallway’s thirsty,” Padgett said.

He leaned on his broom and looked down the hallway with tired eyes.

“We have to clean that up at the end of the day.”

The custodial staff worked long hours and dealt with many things around school so the students and faculty didn’t have to.

“I hate that people talk down to us because we’re custodians, and people think that all we do is clean,” Ray said. “Or people telling us things we need to do. ‘Hey, are you guys going to clean up the cafeteria?’ We do it every day.”

Padgett’s hands were calloused and rough from years of cleaning.

“I’ve had surgery on both of my hands – two trigger fingers and then the thumb,” he said.

“I’m getting too old for this.”

By Danny Rossbach, *Lair*, Shawnee Mission Northwest High School

Terms

Angle Focus or approach taken to a story

Captions A few words or lines of text that describe and add information about a photo; also called a cutline

Infographic Visual presentation of facts in an artistic graph or chart; often based on the results of a poll or survey

Lead (lede) Beginning or introduction to an article; should grab the reader’s attention, give the story direction and set the tone

Primary headline On a spread, the largest or main headline that grabs a reader’s attention, set bigger and bolder for emphasis

Q & A Question and answer; an article in which the interview questions and answers are given

Quote box An area of a spread containing one or a series of quotes and a graphic

Second person A story written to the reader, using the word “you”

Secondary coverage A sidebar or secondary story that more fully develops or focuses on a limited aspect of the primary story

Secondary headline A smaller headline on a spread that supplements the primary headline by adding information

Sidebar Short, secondary copy block that supplements or complements the main story; also referred to as alternative or secondary coverage

Third person A story in which the writer is detached from the characters; uses he and she pronouns

Topic A subject for a story; can be an event, activity or issue

Webbing A note-taking method that allows one to map out an entire plan for his story, including approach, topic, angle and sources
Student life — Coverage focuses on the lives of students as individuals

- Include as many students as possible.
- Focus on similarities and differences.
- Show the significant issues and happenings and the little things that seemed important at the time.
- Examine the routine and the non-routine in the daily lives of students: what they do for fun and for society, how they earn and spend money, what they laugh at and worry about, and what they are doing this year that they were not interested in a year ago.
- When covering annual events, look for new angles and concentrate on the people involved.

sidebar ideas

Lists
Favorite places to take a date; typical wallet or purse contents; favorite current movies, TV shows, songs, stars; items in the Lost and Found in the office; favorite cell phones

Q&A
What is your ideal date? What kind of car do you drive and why? What annoys you about your parents?

Sentence completions
I enjoyed homecoming because... I don’t like the new tardy (or whatever) rule because...

First-person narratives
Dating; driving test; shopping; celebrating birthday/holiday; living in a large/small family; being new in school; overcoming a hardship

Timelines
College application process; homecoming week; prom; dress code evolution; creation of art projects; semester activities

Time to think

Come up with three topics. Then select one and come up with three story ideas and three possible sidebars or infographics. See the Terms on Coverage on page 77 for information on topics and stories. Sketch a spread for the story.

Topic ideas
1.

2.

3.

Topic: Story ideas
1.

2.

3.
**Academics** — Since learning can be interesting and fun, academics coverage should be, too

- Look for things that students do in class.
- Cover field trips, labs, hands-on activities.
- Focus on what courses across the curriculum have in common: all the classes in which students have to write, or create, or use math.
- Focus on how students feel about their courses.
- Focus on how they handle their homework, tests, cramming, tutoring.
- Report on why students take the courses they do.
- Cover students learning in classrooms, the library, on the bus, a museum or at a stream.

### sidebar ideas

**Lists**
Favorite course or teacher; how students got away with texting in class; best advice from a teacher and/or student; favorite/least favorite assignment

**Q&A**
How much time do you spend on homework? Which teaching method do you prefer? What course(s) did teachers have trouble with when they were in school?

**Sentence completions**
I took this course because... When I came to high school, I was worried that... The best way to get along with a teacher is... (Academic subject) is applicable to the real world because...

**First-person narratives**
Frog/worm/cat dissections; research papers; ACT/SAT experience; book reports; project likes/dislikes; unusual study habits; cramming

**Infographics**
Textbook costs; attendance records; surveys of study habits/times; maps tracing path of typical student schedule; top college/career choices

**Quotes**
He said/she said; students’ favorite expressions by teachers; reactions to tests/projects

**Advice/how to**
How to behave in specific teachers’ classes; academic advice from seniors to freshmen; teachers

### Time to think

Come up with three topics. Then select one and come up with three story ideas and three possible sidebars or infographics. See the Terms on Coverage on page 77 for information on topics and stories. Sketch a spread for the story.

**Topic ideas**

1. 

2. 

3. 

**Topic:**

**Story ideas**

1. 

2. 

3.
Sports — Coverage focuses on the action and emotion in play and on the sidelines of all sports that students are involved in

- Include all athletic activities that students are involved in – intramural, interscholastic, recreational, team and individual.
- Report the statistics of competition – team and individual records, awards and highlights – using box scores.
- Stories should be human interest, focusing on the athletes instead of the team, with storytelling quotes.
- Include information on the games, plus practice and preparation.
- Do not let team photos dominate a sports spread.
- Do not let sports coverage dominate your yearbook.
- Do not use team photos as dominant images.

sidebar ideas

Lists
Equipment used; equipment/uniform costs; largest/smallest tickets at gate; number of students involved; total points scored in the season; individual/team statistics

Q&A
How much time do you spend practicing? What position do you play and why? What do you like best about competition? What sport is your favorite?

Sentence completions
I joined this sport because... Everything was going well/wrong until... The sport will be helpful in my future because...

First-person narratives
Biggest achievement; worst game, injury; recovery from injury; being a trainer/manager; living in the shadow of older sibling/father/mother

Infographics
Scoreboard; individual statistics/records; number of years for a rivalry; number of siblings on a team; number of miles traveled for road games; cost for road games

Quotes
The thrill of victory; the agony of defeat; preparation; participation rules; description of coaches and players by players

Time to think

Come up with three topics. Then select one and come up with three story ideas and three possible sidebars or infographics. See the Terms on Coverage on page 77 for information on topics and stories. Sketch a spread for the story.

Topic ideas
1.

2.

3.

Topic:
Story ideas
1.

2.

3.
Organizations — Strong organizations or clubs sections also need the emphasis on the individuals who comprise all of the school-sponsored groups

- Include the human interest stories from the students’ perspectives.
- Use lots of quotes to reveal students’ interests in their organizations.
- Discover the reasons for belonging.
- Concentrate on the activities of the groups rather than on the goals or purposes.
- Group like activities of different organizations together for coverage, thereby not excluding less active clubs.
- Use the feature approach to coverage.
- With the right story angle, club coverage can appeal to members and non-members.
- Avoid posed pictures.
- Avoid images during meetings. Get action shots.
- Do not use group photos as dominant images.

sidebar ideas

Lists
Officers; dues; meeting times; qualifications; projects; fundraisers; awards

Q&A
Why did you join the club? How is your club money used? What was the highlight of your club’s service project?

Sentence completions
I joined this club because... Everything was going well/wrong until... The club will be helpful in my future because...

First-person narratives
Reflections on the service project; reflections on fundraiser; being a leader; being a follower; funniest thing that happened

Infographics
Number of clubs in the school; number of members; average attendance; fundraising graphs

Time to think
Come up with three topics. Then select one and come up with three story ideas and three possible sidebars or infographics. See the Terms on Coverage on page 77 for information on topics and stories. Sketch a spread for the story.

Topic ideas
1. 
2. 
3. 

Topic:
Story ideas
1. 
2. 
3.
**People** — This section is an important record of information about who attended and worked at a school during a particular year

- Include everyone at the school – students, faculty, administrators, cafeteria workers, office personnel and janitors.
- Create this section as one unit. Do not separate classes by divider pages, but use subtle changes in design, graphic treatment, headlines or logos.
- Make sure portraits are easily identifiable by readers.
- Make senior portraits part of this section and not placed separately in the front of the book.
- Add well-designed units of feature stories, candid photos and graphics to expand coverage of students.
- List senior activities or credits with names on the portrait pages, on special pages adjacent to the portraits, or in the index.
- If room, include faculty data – subjects taught, extracurricular assignments and degrees – with their individual photos or elsewhere.

### Sidebar Ideas

#### Lists
Most applied-to colleges; favorite Friday/Saturday night/Sunday activities; strangest pets; weirdest thing in your wallet/purse

#### Q&A
What is your favorite color? What is your favorite article of clothing? What would you do with $1 million? What is your favorite board game? What is your secret talent?

#### Sentence Completions
My biggest fear is... My biggest accomplishment is... My most embarrassing moment in high school was… At my 10-year reunion, I hope to be...

#### First-person Narratives
Sibling order; applying for a job; what sets me apart from the crowd

#### Infographics
Graph of hours in a typical day; map of bus routes; number of hamburgers (or other foods) cafeteria workers make in a year

#### Quotes
Favorite expressions; describe what motivates you; reactions to rule changes

#### Quizzes/Tests
Little-known facts about individual students; match teachers to their hobbies; pop culture

### Time to think

Come up with three topics. Then select one and come up with three story ideas and three possible sidebars or infographics. See the Terms on Coverage on page 77 for information on topics and stories. Sketch a spread for the story.

#### Topic Ideas

1.

2.

3.

**Topic:**

**Story Ideas**

1.

2.

3.
Advertising — Design the section so it looks like part of the yearbook

- Incorporate images, copy and graphics into well-designed business or personal ads.
- For personal ads, create specifications to guide parents and designers.
- Consider creating a community section using business ads and feature stories and photos on local student involvement and national and world news.
- Consider placing group or team photos in this section.

sidebar ideas

Lists
Favorite restaurants; businesses where students work; favorite current celebrities

First-person narratives
Funniest thing that happened this year; hobbies; pet stories; work experiences; travel experiences; driving experiences; dating experiences

Infographics
Bus trivia; cafeteria trivia; teacher trivia; tests that match student/teacher/principal with identifying descriptions

Quotes
Really great stand-alone quotes that did not fit with any other spread

Time to think

List potential advertisers
Compile a list of potential advertisers. Use the previous yearbook’s ad section, school and local newspapers, phone books, programs from school events, chamber of commerce lists, and any other sources to determine the people who should be approached. Then, give the reason why you should expect each person to buy advertising space.
OPTIONAL ITEMS

Specialty pages
We offer a variety of specialty pages to suit your needs. Check out all the designs available in the Backgrounds section of the Walsworth ClikArt, located in Support Download in Members Only at walsworthyearbooks.com.
• You can move graphics on these pages for an additional charge.
• Headings will be placed on the pages as shown in these examples. Copy will be printed in black ink only. Changing to another ink color will result in additional charges.
• The sample pages represent a size 7 page. On sizes 8 and 9, more art will show on the outside edges of the page.

SPD29

This double-page spread can be used inside the book or for an extra charge can be used as an endsheet.

SPD31

SPD36

SPD39

This double-page spread can be used inside the book or for an extra charge can be used as an endsheet.

SPD40

This double-page spread can be used inside the book or for an extra charge can be used as an endsheet.

walsworthyearbooks.com
Supplements

Etc. (Extra Topic Coverage)

It’s easy to insert additional coverage in your yearbook. Our supplements are affordable and speedy, printed and back to you in as little as two weeks for Online Design and PDF Performance customers. Staffs with spring delivery books can add coverage that occurs after their deadline, or fall staffs can create a spring supplement to market their book during sales periods. Include the supplement price in the yearbook fee or charge extra.

But don’t keep Etc. supplements a secret. They can be used for a variety of things at your school:

• Literary magazine
• School directory
• PTA newsletter
• School anniversary booklet
• Dedication of a new gym, football stadium or theater program
• Marching band recognition booklet
• Sports teams winning district, regional or state booklet
• Scholar Bowl or robotics teams coverage

Tell administrators, teachers, parents and coaches about our Etc. supplements. For more information, talk to your Walsworth Yearbooks sales representative.
Order one of our current events supplements to remind your readers of the important news, sports and entertainment events of the year.

**Year in Review** – a 16-page color supplement of the year’s top stories with images, written for junior high, high school and college students.

**ceBuzz** – a 16-page color supplement of the year’s top stories with images, written for elementary and middle school students.

You can include the price of the supplement in the yearbook fee or make it an extra-cost item.

walsworthyearbooks.com
Options

Yearbook options are a great way to motivate your staff, increase book sales, increase revenue and offer enhanced personalization. Since these are extra-cost items, consult your Walsworth Yearbooks sales representative today for more information.

More protection
While the yearbook cover is durable, help students save it from years of wear and tear with a heavy-gauge Clear Book Protector.

More space
Give students extra room for signatures and words of wisdom by adding an eight-page Autograph Supplement.

More personalization
Namestamping makes each yearbook unique, by having the student’s name and personal-interest icons right on the cover. Choose from more than 40 icons.

More ownership
iTag nameplates let students put their name and icons on calculators, cell phones or whatever they want. Color selected by school; students can choose from more than 80 icons.
Icons
These icons can be used with namestamping or on iTags.

namestamping icons

iTag icons

walsworthyyearbooks.com
Meeting deadlines is vital, as failing to do so could result in additional charges on your final invoice. Use this Deadline Planner to keep all your submissions deadlines - cover and endsheets, color and copy shipments - in one place.

Complete and submit at least the minimum number of pages and the required number of flats for each deadline.

Use the columns for Date Submitted, Days Ahead and Days Late to track your book’s status throughout the year. To help ensure your yearbook will deliver on time, you must submit all pages by your FINAL deadline. Your performance regarding all copy shipment deadlines and unworkable pages (and unreturned proofs for InDesign users) could also affect your delivery date, and possibly incur extra charges.
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WALSWORTH COLORS AND FONTS

To help you with color usage, Walsworth offers 340 specially blended Formula Colors. To specify the Formula Colors you want to use, select them from the back cover of this book or the Formula Color foldout provided in your Planning Kit. Keep in mind, the colors you see on your computer monitor do not accurately represent the appearance of the colors when printed in your yearbook.

Walsworth also supplies a collection of 94 display font families and 50 body font families. These Walsworth fonts offer a variety of styles and tones for your headlines, story text, captions and ads.

**Body fonts** are best for smaller text, such as stories and photo captions. Of these, you may choose between serif or sans serif fonts. Baskerville is a good example of a serif font that has additional structural details at the end of the strokes that make up the letters. Note AvantGuard, a sans serif font, lacks these structural details. While some believe that serif fonts are easier to read, others believe that sans serif fonts offer a cleaner, more modern look.

**Display fonts** are embellished fonts that are best for larger text such as headlines and some subheads.

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To learn more about design, order the “Understanding Why Design Matters” unit from our *Yearbook Suite* curriculum. Go to [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite) to order.

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InDesign users will find these fonts by adding AWPC to the beginning of each name.

### Body Fonts

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