Yearbook Spread Design Format

1. You need to first have a dominant photo. It is to be 2 1/2 times larger that the size of your next largest photo.
2. Each spread will have approximately 3-6 photos. The spread should contain a mixture of vertical and horizontal pictures. You can also use square pictures, but not more than one per spread.
3. Each spread will have a headline and a sub head. Make sure to have contrast in size and type.
4. Each spread is to have a story. Make sure to include quotes. A good quote is two to three sentences in length.
5. All photos will have captions adjacent to them and all captions will have a lead in grabber.
6. Each spread will contain at least one eyeline. Also rails are nice, but not as necessary as eyelines. An eyeline does not have to cross the whole page, but if broken should be broken once and with a 6-pica spread.
7. Use sidebars and pull out quotes for accent, but do not distract from the page. They are good for facts not in the story or quotes from people.
8. Give credit to photographers and copy authors.
9. If drop caps are used this needs to be uniform throughout the book.
10. Body copy is 10 point with 12 point leading except on dividers.
11. Captions are 8 point with 9-10 point leading.
12. Headlines are no less than 54 point.
13. For emphasis make sure headings, subheadings, and text are at least 3 points different.
14. All text should follow the preset copy settings. Make sure to use the heading, copy, and caption presets.
15. Use no more than two fonts per page. One serif and one san serif.
16. Make sure there is a 1-pica space between objects. Leave white space to the outside. Do not trap white space.
17. Make sure to follow the 9-grid layout. Everything must line up on the grids. Copy should cover three grids. Captions cover two grids or one grid if vertical.