

Captions are placed to the outside of the layout and touch the corresponding photo.

Internal Margin is consistent and separates photos from text.

Drop Cap adds a design flourish that does not distract the reader.

Headline

Sub-headline

Story



Eyeline gives the reader an imaginary site line to follow.

The Rail of Whitespace adds visual interest.

Sidebar provides secondary coverage in a graphic package.

Folio Indicates the page number and content.

Dominant Photo is two to three times larger than other elements.

YEARBOOK DESIGN CHECK LIST

- Do you have photos, captions, copy and a headline?
- Do all elements begin and end on a grid or column?
- Have you established an eyeline?
- Do you have a dominant element?
- Have you varied the sizes and shapes of elements?
- Do captions touch the pictures they identify?
- Is the headline a natural lead-in to the copy?
- Have you established consistent margins?