Digital and Advanced Digital Media Production: What Makes Good Yearbook Design - Baby Ad Page Design April 10, 2020

Learning Target:

Students Will Be Able to Identify and Critique Good Page Design For Baby Ad Pages

Let's Get Started:

Look at the four thumbnails of Baby Ads pages from around the nation.

What stands out about them?

Which is your favorite? Why?

Do these look like the baby ad pages in your yearbook?

Does your yearbook have baby ad pages? Do you know if they cost money? How much?



Hannah Howard	Jacob Cote	Jessica	Laverriere
hard-working, brave, exuberant young lady	We can't believe you're graduating! We're so	Jessicz, what easy porton is us cash is	es say, you are a very special these around you. Your
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Cameron Petit	love you Big AL17.	Katie Letellier	Jasmine D
	Mom, Dad.	6 53366	Congrats, we are very proud of youl
Cameron, we are so grateful to	Giandpa, Andrue, Ave,		Love Mom and Dad
have you in our lives. You are an	and Ash		Sove Pioni diid Diid
amazing person and we are so			
proud of all your accomplishments.	Hayley Lefebvre		Samantha Daigle
Congratulations	Hayley, We are so proud of		
Love, Mom, Dad	the smart, beautiful, determined person you		Congratulations! We love you and are so proud of
and Colin	are. Follow your dreams and never give up.	You are our sunshine now & forever. Sh bright!	
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What is Baby Ad Page?

Yearbook Baby Ads pages are pages where Seniors can be honored by their family and friends. They usually include a message from family/friends and a photo(s). Many include younger and a variety of photos.

These page typically cost money depending on the size of the ad.

Most pages are designed by the staff but there are some schools that allow the parents/purchaser to buy the ad.

Some yearbooks allow for different size. Some schools have all ads be the same size.

What Do Baby Ad Pages Look Like at Your School?

Think about the Baby Ad pages in your school's yearbook.

- 1. First, do you have Baby Adpages?
- 2. Do the adds cost money? How much?
- 3. Who designs the ads? Are they different sizes?
- 4. Where do the ads appear in the book? Middle? Back?
- 5. Are these ads a more simplistic design or are the pages more creative and artistic?

10 Yearbook Design Elements

1.Two Pages are Better than One – Always Design as Double Page Spreads

2. Don't Fence Me In – But do use columns. Columns give the spread structure, so once you commit to the number of columns, keep it for that spread and section of the book

3. The Shape of things to Come - You have three shapes to use – horizontal rectangle, vertical rectangle and square. Don't create design problems by using odd shaped or circular elements – there's time for that later. For now, keep it simple.

4. Bigger and Better – Start with a Dominant Photo Placing a quality photo that is two to three times larger than the next largest photo will give the eye a place to start.

5. Center-gy - Design from the Gutter Out - Want to get rid of that trapped white space next to the gutter? Work from the center out and add the subdominant photos from the gutter out.

10 Yearbook Design Elements

6. Another Brick in the Wall -Maintain a Consistent Internal Margin - Having one pica of space between all elements will keep the eyes on the photos and copy, and away from distracting white space. Just like a brick wall has a consistent amount of space between bricks and what you notice are the bricks, not the mortar separating them.

7. 'White' Open Spaces - Leave some white space in the corners and keep all white space to the outside. This creates a diamond shape on the spread and also creates better balance. It also keeps the reader from being overwhelmed by too much stuff.

8. Bleed Only Once in Each Direction - Too much of anything is too much. Bleeding elements are effective when used with discretion, but too much takes away the impact. Use it once and use it wisely. This is when a photo or design element goes off the page.

9. Where are Those Captions? - The captions should be next to the photos they identify – and stack no more than two. Your reader should be able to easily tell which caption goes with each photo.

10. What am I Doing Here? Never surround text with photos. It creates unwanted areas of white space and limits the amount of text that can be placed inside of it. Keeping text to the outside of the spread will allow the writer more flexibility for captions and copy.

Look at the page to the right.

What elements from above does the page Include?

Is anything missing or not use correctly?

What do you like about page?



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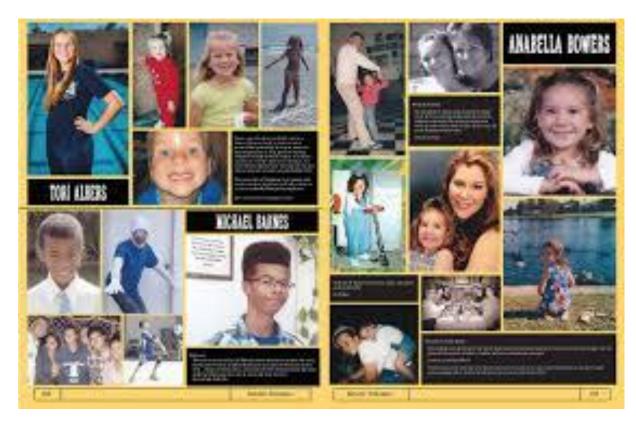


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More Practice - Finding Baby Ad Pages to Critique

Explore the two links below that look at a variety of Baby Ad pages and Baby Ad Design.

https://www.pinterest.com/ahsybstaff/baby-ads/

https://www.pinterest.com/pin/297308012873453184/

Find five spreads that catch your attention and answer the questions to the right.

What elements from above does the page Include?

Is anything missing or not used correctly?

What do you like about page?

What would or could you do differently if you designed it?

Would you include a page like this in your yearbook?

How does Baby Ad page design differ from other page design?

Resources/Other Important Articles on the Subject

Seven Key Tips For Good Yearbook Design

What Should a School Yearbook Include?