

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?

Allison Erin Laney

Allison

You are loved for the little girl you were then.

The special woman you are now.

And the wonderful older sister you have always been.

Keep smiling We love you! Dad, Mom, Ashley

Senior portrait and collage designed by Gary W. Swedman

Hannah Howard

We are so proud of the hard-working, brave, endearing young lady you've become! We love you!
Mom & Dad

Dominick Day

Looks like you enjoy football back then, as you do now.
Love Mom & Papa

Cameron Polit

Cameron, we are so grateful to have you in our lives. You are an amazing person and we are so proud of all your accomplishments!
Love, Mom, Dad and Collin

Hayley Lebevre

Hayley, We are so proud of the smart, beautiful, determined person you are. Follow your dreams and never give up.
Love Mom, Ryan & Addison

Devin Cote

Dear John,
We can't believe you're graduating! We're so proud of all your hard work.
With love, Mom, Dad, and Ben also

Alix Chandler

You out grew our legs but not our hearts. You have made us so proud to call you our son, brother, and grandson. We love you Big ALI!
Mom, Dad, Grandpa, Andrew, Alex, and Ash

Grid of baby photos and family portraits.

Jessica Laverriere

Justine, what you see, you are a very special person and we are so proud of you. You challenge us to try everything and not let anything discourage you. You have learned to be brave and take on the world.
We will miss you as you head back to your great adventure in college. We are sure that you will shine in college. And always remember that we love you!
Love Mom, Dad, and Ben

Katie Letellier

You are our sunshine now & forever. Shine bright!
Love, Dad, Mom, Jeff, Greg & Max

Jasmine Doe

Congrats, we are very proud of you!
Love Mom and Dad

Samantha Deagle

Congratulations! We love you and are so proud of you.
Love Mom & Dad

Grid of baby photos and family portraits.

Finley Bestine

You have brought so much joy into our lives. It is our hope that you will continue to bring joy to everyone you meet. We are proud of you and excited for your future.
Love Mom, Dad & Mia

Amber Arends

Amber, you are the heart of our family. We are so proud of the person you have become. We love you!
Love Mom, Dad & Mia

Carla Gonzalez

We are so proud to call you our daughter. You are a beautiful, kind, and smart young woman. We love you!
Love Mom & Dad

Amber Grace Parity

I have always loved and adored you. You are a beautiful, kind, and smart young woman. We love you!
Love Mom, Dad & Mia

Alexis Suzanne Collier

Love, We remember that you are a beautiful, kind, and smart young woman. We love you!
Love Mom, Dad & Mia

Emilia Herman

Congratulations! You made a very nice beautiful baby on the morning of the 15th. "Dear Dad" Thank the Day. Get for your greatest Love Mom!

Grid of baby photos and family portraits.

Kath Bergeron

Bring me little white hats. First the knee your toes as tender you need another blanket. You are beautiful for your excitement to life. Follow your dreams and never give up. Congratulations for you!
Dad, Mom, Emily, and Stella

Grid of baby photos and family portraits.

Kevin Collins

We are very proud of you!
Love Mom and Dad

Angela Nicole Toungmy

The baby was so beautiful and we are so proud of you. We love you!
Love Mom and Dad

Justin Gagnon

Congratulations to you! You are a beautiful, kind, and smart young man. We love you!
Love Mom, Dad, and Mia

Manoah Monte-Roy

Congratulations, we are so proud of you!
Love Mom and Dad

Carolee Boulevard

Thank you for the beautiful baby. We are so proud of you. We love you!
Love Mom and Dad

Grid of baby photos and family portraits.

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.

Identifying Strong Baby Ads Pages

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?

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



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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?](#)