

Digital and Advanced Digital Media Production:  
What Makes Good Yearbook Design - Portrait Pages  
April 7, 2020

**Learning Target:**

Students Will Be Able to Identify and Critique Good Yearbook  
Design For Portrait Pages

# Let's Get Started:

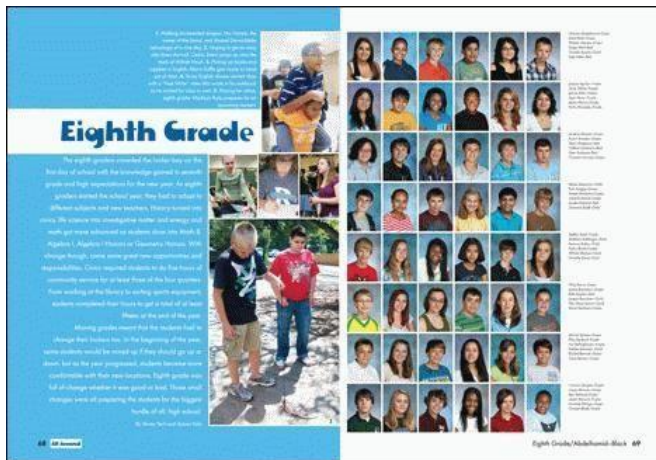
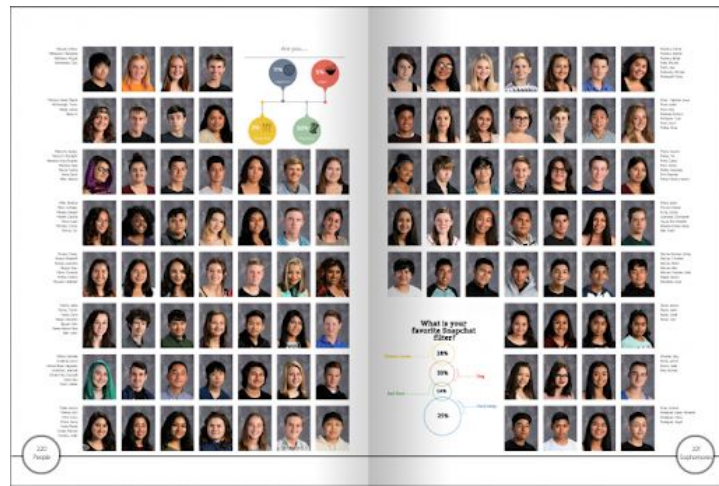
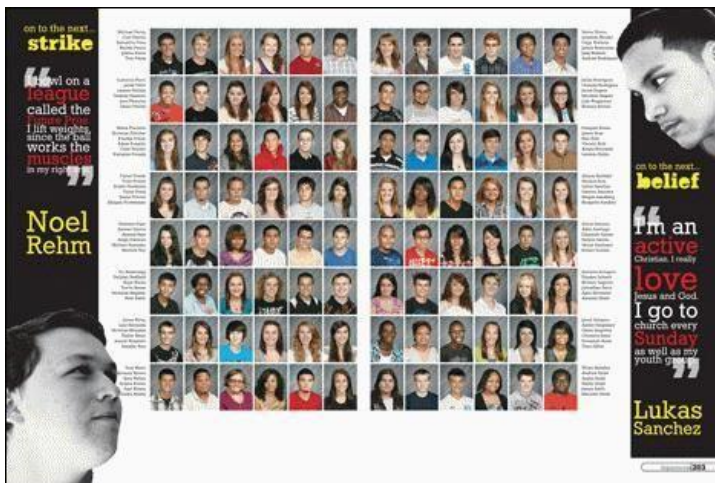
Look at the four thumbnails of portrait pages from around the nation.

What stands out about them?

Which is your favorite? Why?

Do these look like the portrait pages in your yearbook?

Does your school do something on the pages other than just portraits?



# What is a Portrait Page?

Class portrait pages are essential to the yearbook (in fact, they're probably what most people think of first), but sometimes they can seem like a sea of faces.

You can break up that sea by laying out your portraits in different ways—and we've got several of those unique looks here, gathered together to help you decide what will work best for your portrait pages.

# What is a Student Life Page at Your School?

Think about the portrait pages in your school's yearbook.

1. Are they full of only portraits?
2. Do they include any extra content?
3. What kind of extra content do they include?
4. What are some ideas for things you could include extra along with the portraits?

# Keys To a Portrait Page

Rule of thumb: if you're looking to fill up entire pages with portraits, aim for rows and columns of seven. For half pages, try four rows of seven.

These are good guidelines, but there are no concrete rules for portrait pages—you can experiment with different layouts and even create unique looks for each class.

Two things to keep in mind, if you're going after a 'nontraditional' layout:

- Any additional content you add to your portrait pages has the potential to either distract or enhance your photos.
- Really, *really* plan out just how many pages it will take to cover portraits with a nontraditional layout. Before you start creating the content. Really.

But choose that content wisely, and you've got the potential for presenting portraits like your students have never seen before.

[More Keys to Good Portrait Page Designs](#)

# 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 Portrait 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?





# Identifying Strong Portrait Pages

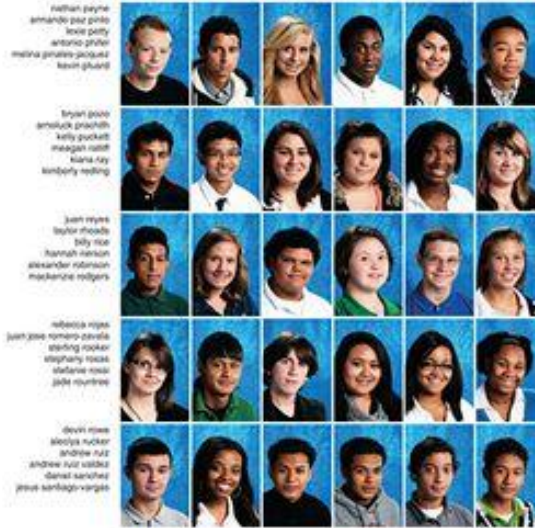
Look at the page to the right.

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?



what was your **FAVORITE** thing to do during **vacation?**



My best friend and I would play on the big kid playground with our Pokemon. And we watched Kongyang hang upside down on 2 metal railings.

Fabrizio



Pretend that I was a princess of the world, my world.

Fabrizio



# Identifying Strong Portrait 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?

**New Year  
New Looks**

How has your style changed from September year to sophomore year?

"I grew my hair out longer and I stopped cutting because I liked the way it looked!"  
Curtis Wang, 10

"I used to wear crop tops and stuff in school and now I wear and I wear some jeans and stuff."  
Maki Nichols, 10

"I used to be doing hair to drawing stuff."  
Haley Ryan, 10

**Style with  
the Seasons**

How does your style change with the seasons?

"I go from drawing and to drawing and to academics and magazines because it's weird!"  
Eric Olson, 10

"I love to do casual clothing and jeans type of stuff."  
Adrian Spitz, 10

"I love to do the summer and jeans and everything plus in the winter."  
Adam Brinkley, 10

Oliver Jameson  
Alina Janick  
Haley Brown  
John Jensen  
Drew Johnson

Misty Johnson  
Drew Jones  
Cody Jones  
Stadie Jones

Emily Jean  
Kendra Kulkjalks  
Olivia Kulkjalks  
Caitlin Kaur  
Katie Kaur

Joseph Martin  
Janis Kautzer  
Robynna Kemp  
Wendy Riedel  
Jordan Kellan

Brenna Kelly  
Zachary Smith  
Zoe Taylor  
Amur Khan  
Kany Kim

Brian King  
Elijah Kirkland  
Zachary Kinnaman  
Jack Kovac  
Noah Kovacs

Erin Kell  
Wesley Kofus  
Stephanie Kofus  
Bryant Kofus  
Jack Kofus

Wesley Kofus  
Katie Kofus  
Katie Kofus  
Stephanie Kofus  
Bryant Kofus

Caitlin Landi  
Nancy Landi  
Viviana Landi  
Caitlin Landi  
Nancy Landi

**Skills for  
the Future**

Student participation is a vital skill necessary for skills necessary for the future.

By Marissa Berman

Each student has their own interests and hobbies. Everyone enjoys different activities and being apart of various clubs. There is a variety of ways we can equip ourselves.

Proficiency **Josh DeWanna** is involved in Math I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII, XIII, XIV, XV, XVI, XVII, XVIII, XIX, XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX.

Math has been helping me in my life. It has helped me in my life. It has helped me in my life. It has helped me in my life.

Josh has been working on his club for a year and a half now and I found out about it through a friend and met the other members.

In April, there is a competition for it each year. Different schools and colleges compete each other to see who's the winner.

It's an age to get up to college age. It's an age to get up to college age. It's an age to get up to college age. It's an age to get up to college age.

"We are great with other people things what you like to do and overall it's a lot of fun and it's something I would never regret doing," DeWanna said.

After the course of a year the club has expanded to 15 clubs or more. It's a lot of fun and it's something I would never regret doing. It's a lot of fun and it's something I would never regret doing. It's a lot of fun and it's something I would never regret doing.

The competition is going to be the best. It's all depends on what strategy the student is going to use.

If a student is not a competitor then they should not be in the competition. It's all depends on what strategy the student is going to use.

Kevin Mathison  
Riley Mathison  
Alyssa Mathison  
Lyle Mathison  
Lyle Mathison

# Identifying Strong Portrait Pages

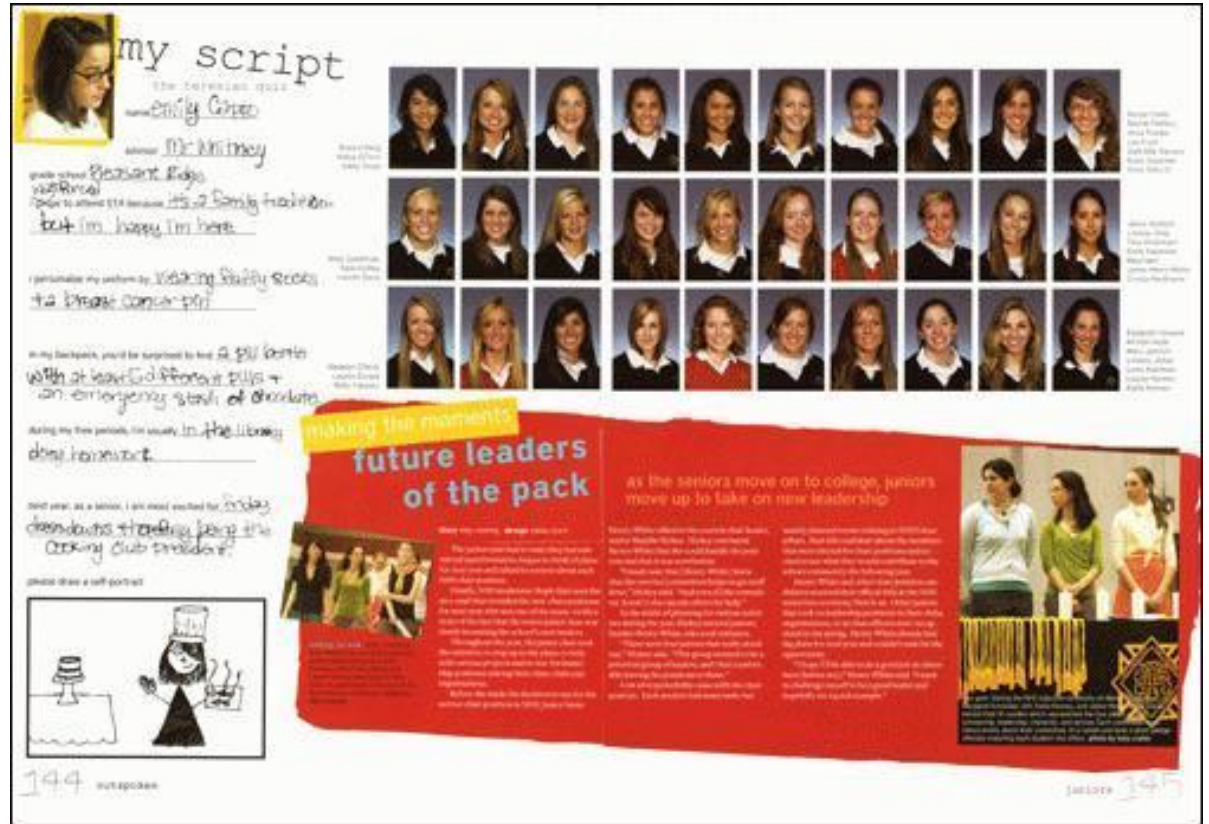
Look at the page to the right.

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?



# Identifying Strong Portrait Pages

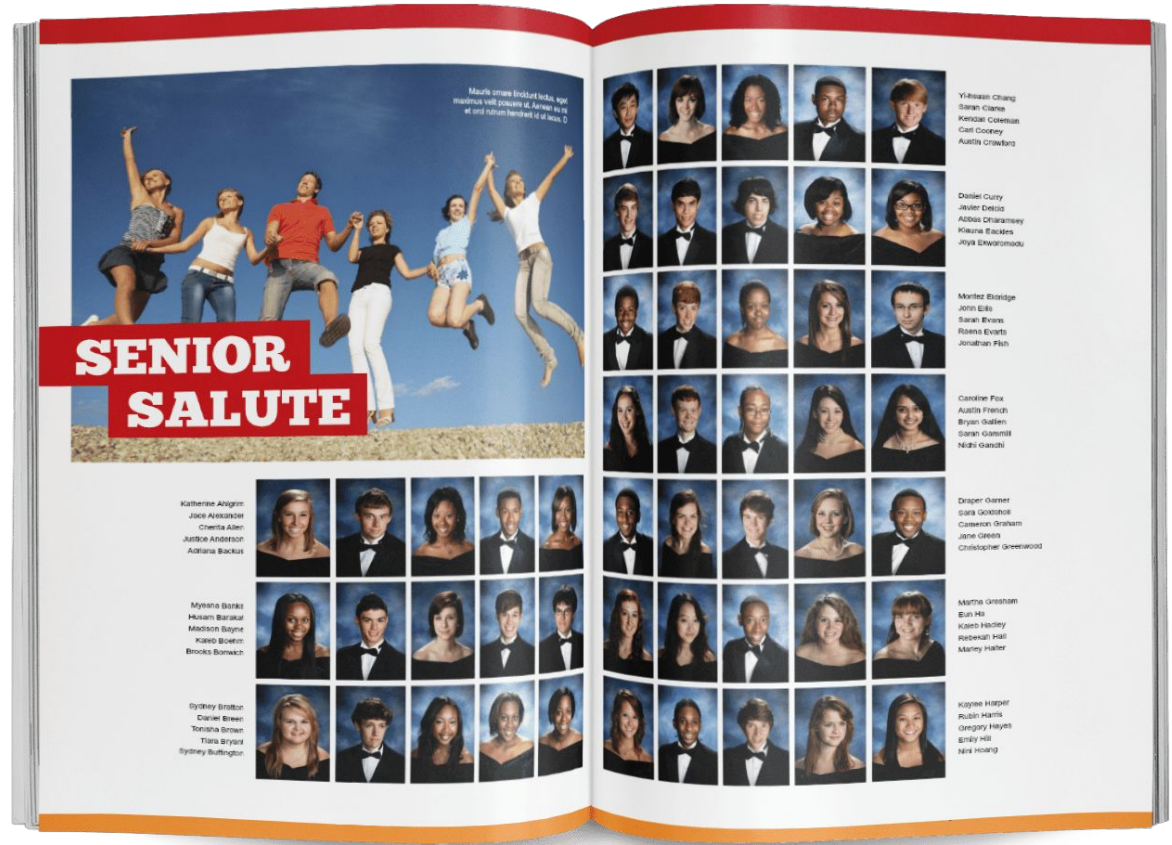
Look at the page to the right.

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?



## More Practice - Finding Portrait Pages to Critique

Explore the two links below that look at a variety of Portrait pages from a variety of schools.

Make sure you pick the portrait page examples on the links.

<https://www.pinterest.com/pin/488499890801372495/>

<https://www.pinterest.com/pin/204913851767745176/>

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?

# Resources/Other Important Articles on the Subject

[Seven Key Tips For Good Yearbook Design](#)

[What Should a School Yearbook Include?](#)