Digital and Advanced Digital Media Production:
What Makes Good Yearbook Design - Sports Pages
April 8, 2020

Learning Target:
Students Will Be Able to Identify and Critique Good Page
Design For Sports Pages

Let's Get Started:

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

What stands out about them?

Which is your favorite? Why?

Do these look like the sports pages in your yearbook?

Does your school do something unique or fun on the sports pages?

What is a Sports Page?

Athletic sections have been a foregone conclusion in almost every yearbook since the dang things were invented.

Unfortunately, little has changed since that point. Many schools still lean on the tried and true team portraits lightly seasoned with a touch of editorial. Some might call this "classic;" we'd call it a missed opportunity. By incorporating action shots of varying sizes, splashes of color, and other design elements, you can breathe life into your coverage of your school's teams. Those kids work hard: they deserve to be celebrated in style.

Asking for quotes from the team regarding the funniest moments, biggest success or failure could be another way to spice up your page and breathe so new life into it.

Consider changing up your photos too and doing something different.

There are two basic sports page types:

1. The traditional page with team photos and supporting photos, story, etc. Some might include key moments, team records, schedule and other elements.
2. A chronological book will typically focus on certain events or games to tell the story of the team. Team photos might appear in a group photo section.

What Do Sports Pages Look Like at Your School?

Think about the sportspages in your school's yearbook.

1. Are they more traditional or focused on certain moments?
2. Is your yearbook more traditional or a chronological book?
3. What kind of extra elements/objects do the pages include? Records? Schedules? Team photos?
4. What are some ideas for things you could include extra on your sports pages? Anything new?

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 Sports Pages
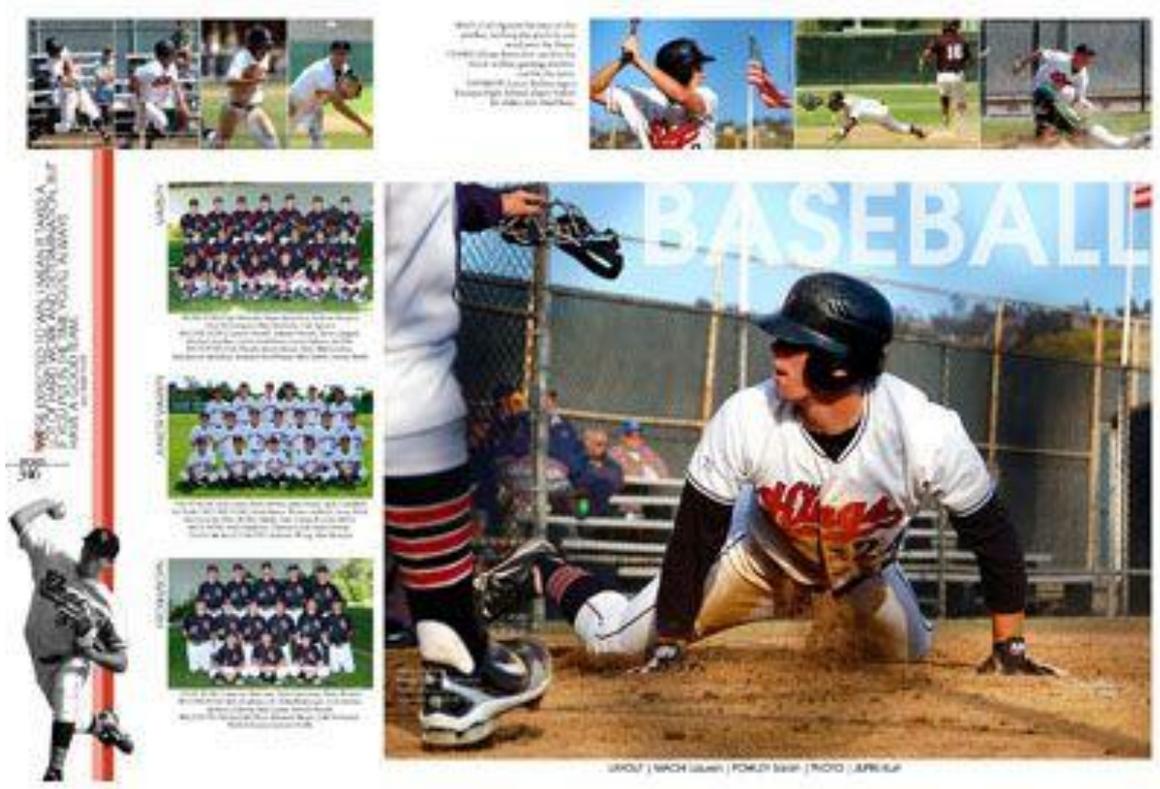
Look at the page to the right.

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?

Is there anything you might add or take out?

Identifying Strong Sports Pages

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More Practice - Finding Sports Pages to Critique

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

https://www.pinterest.com/treeringcorp/yearbook-sports-pages/

Great Sports Yearbook Design Examples

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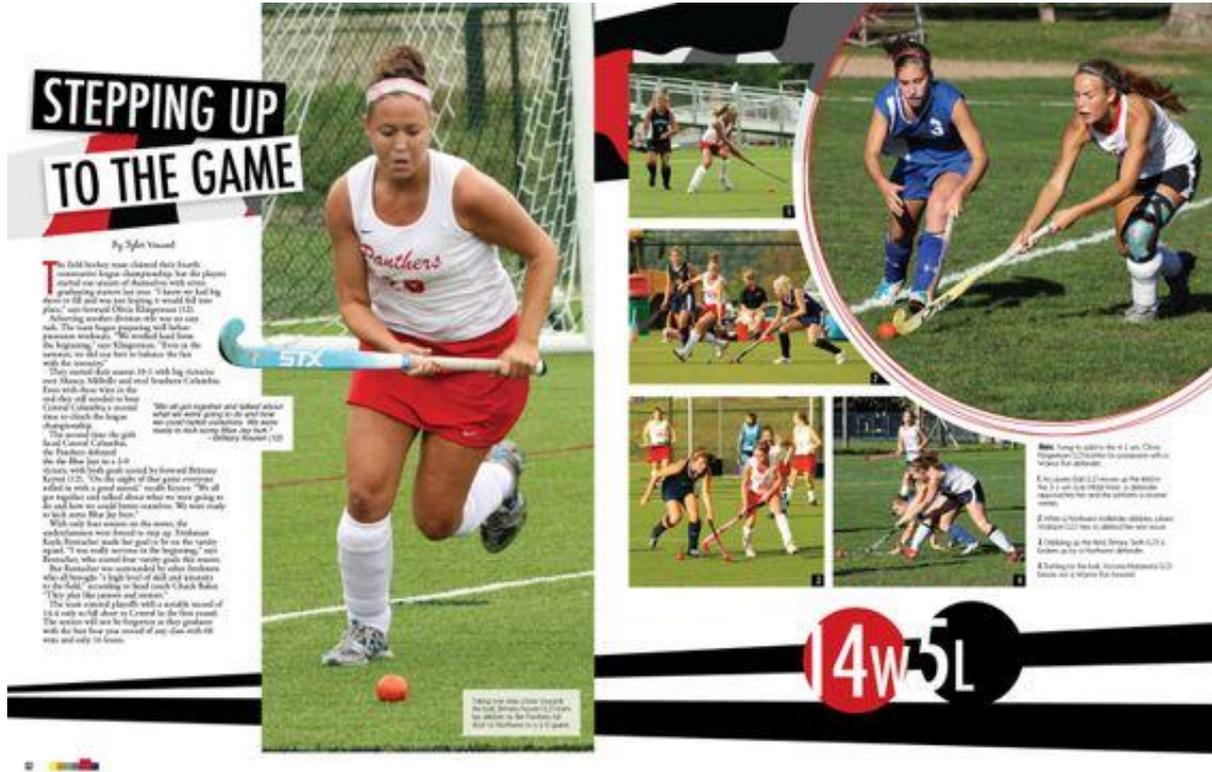
.

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?](#)