

School YearBook Design Checklist

Yearbook Design Checklist

Good design helps readers know what is important and centers their attention on the copy and photos. Good design helps communicate the message to the readers. The design of the book should be integrated within the theme from cover to cover. When designing a book, don't overlook little things like folios, rule lines, and bylines. These small things make a difference between a mediocre design and a great design.

Design

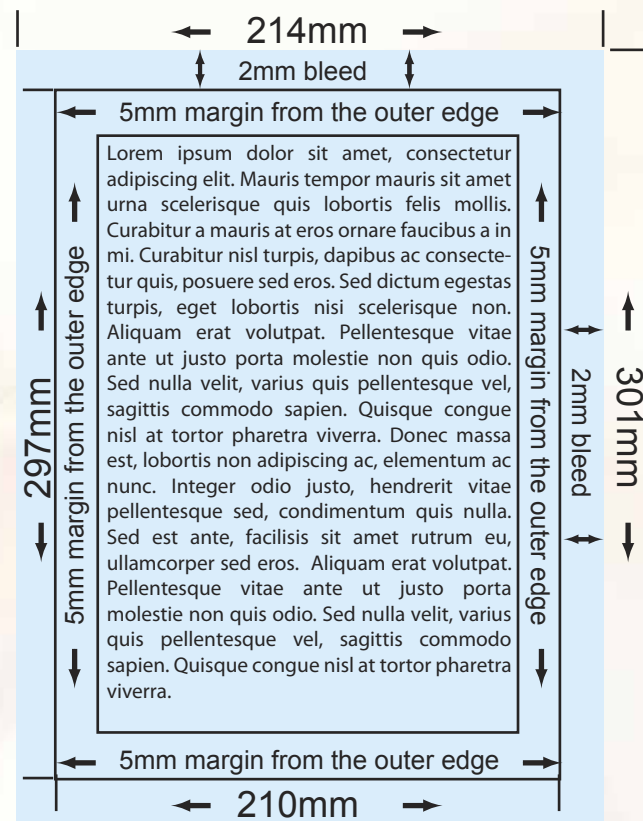
- ☐ Do designs incorporate column layout to make it easy for the reader to flow through the page?
- ☐ Has all white space been kept to the outside edges of the page or been incorporated to create consistency? Is white space used consistently in each section?
- ☐ Is colour use coordinated, often being pulled from photos?
- ☐ If spot colour is used, is it creatively and attractively, adding to the spread but not calling attention to itself?
- ☐ If you have chosen to break design rules, do you know why? Does it work?
- ☐ Is material "packaged" to prevent an overly busy look?
- ☐ Are scoreboards consistent in design, type placement and size?
- ☐ Has sufficient bleed been allowed for? If you want the print to go right to the edge of the pages you will need to provide bleed and margins. Bleed – A4 size is 210mm wide x 297mm high. Adding bleed, adds 2mm to each side of the page so size will be 214mm wide x 301mm high.
- ☐ Has a margin been allowed for? Allow at least 5mm margin from the outer edge of the background of the page and any type, page numbers etc.

Graphics

- ☐ Are graphics contemporary, well planned, consistent and used for a purpose rather than decoration?
- ☐ Does every spread have a centre of visual interest, probably a dominant photo that is at least twice as large as other photos on the page?
- ☐ Does every spread contain a combination of horizontal and vertical photos?
- ☐ Have photos been placed so action comes into the spread and not off the page?

Headlines Captions and Copy

- ☐ Is body type a consistent width, size leading and typeface and consistent with captions within a section?



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- ☐ Are single columns of copy avoided for the main story? Have overly narrow or overly wide columns of type been avoided?
- ☐ Does each spread contain only one main headline and copy block? If sidebars are used, is it evident that they are secondary rather than fighting with the main story for importance?
- ☐ Does headline placement lead into the story and avoid going past the copy? Is it kept with the copy?
- ☐ Is headline type attractive, easy to read and part of the design scheme?
- ☐ Do captions widths adhere to the column plan?
- ☐ Do captions "touch" the photos they identify without being sandwiched between pictures? Are all captions kept to the outside and never placed more than two across or deep?
- ☐ Does picture/copy placement vary from spread to spread?
- ☐ Is the use of body copy type in coloured ink avoided?
- ☐ Is type kept out of the gutter?

Index, Page Numbering and Colophon

- ☐ Do the index, page numbering and colophon help the reader realise that the book was planned and help to unify every spread?
- ☐ Are page numbers throughout the book consistent in size, design and placement?
- ☐ Does every spread contain consistently placed page numbers?
- ☐ Are page numbers easy to find and use? Do they avoid competing with the rest of the design?
- ☐ Is the index attractively designed?
- ☐ Is the index complete, including all individuals, clubs, teams, events, story lines and advertisers?
- ☐ Are pages numbered accurately and indexed? Are student names spelled and indexed correctly?
- ☐ Does the book contain a colophon (Yearbook description) that contains all the technical and contact data about the book?

For more information regarding file format and file setup please see our Frequently Asked Questions (FAQs) on our **website: www.copydirect.co.nz**

If you need help or advice with formats or files please contact us.

Email: print@copydirect.co.nz

**Contact Us
TODAY!
09 579 5575**

