

Yearbook

Design Trends



Is this an experience everyone can relate to?

Fads come and go; trends stand the test of time. Great design that focuses on the reader's wants and needs will last the test of time. Incorporating fad-driven design choices can sometimes prematurely date your project.

The designer's challenge is simple:

Give context

It is the designer's job to take the information collected and present it to the reader. Consider the concept, the tone and the mood being set.

Inspire readers

By carefully packaging the information a reader will be driven to dive into the details of the content. This step creates the visual components of the project.

Create a vision

Visual appeal is the hook that catches readers and ties the entire project together. Pulling it all together in one awesome piece is the creation aspect.

Good design is timeless. Contrast, dominance, readability and attention to visual entry shows that this 10-year-old spread maintains its reader appeal.

Season ends 22-10, Bulldogs defeat No. 3 OCU and finish the Sooner Athletic Conference. The team proved they know how to...

push past Competition

To say that it was an upset would be an understatement. Defeating No. 3 OCU to take the lead in the Sooner Athletic Conference was one of the most important Bulldog wins.

The team began the season with a strong run that kept them in the lead of the SAC through half of the season.

Defeating Oklahoma Christian at home was an important win that proved that the team was seeking a place in the playoffs.

"When we execute offensively and defensively, we are a very good team," said Lowell Berg, assistant coach.

After opening the season 8-2, the team worked their record to 21-7, clinching a home court advantage in the first round of the playoffs.

All-American Dwayne Williams broke the single-game scoring record against Wayland Baptist with 44 points.

Clarence Hill, senior, helped lead the team by averaging 10 points a game and a 62 percent free-throw record.

Bobby Pate, senior, added an average of 12 points a game.

Starting freshman, Damon Bell added defensive confidence.

"The ministry aspect to the program is more meaningful than anything else," Coach Bobby Martin said. "Every one of [the team members] has made a commitment to the Lord, which allows us to keep a Christian perspective," Martin said.

The five seniors that will be graduating this year will be difficult, if not impossible, to replace. With upcoming freshmen and newly signed players, the future holds potential.

impressive record!

Friends	14-16
Mid America	63-77
Northeastern	83-77
Park College	85-84
Arkansas Baptist	112-81
USAO	91-89
SWOSU	86-75
Bismont	83-84
Arkansas Baptist	135-87
Tabor	91-84
SWOSU	68-53
Langston	72-55
Friends	98-72
Texas Lutheran	95-99
Burst	82-87
OCUSA	78-66
John Brown	65-63
OBU	58-60
Lubbock Christian	74-65
Wayland Baptist	104-84
OCU	85-75
Phillips	61-84
OCUSA	98-66
OBU	91-97
John Brown	77-90
Northeastern	108-86
Wayland Baptist	105-78
Lubbock Christian	74-66
Phillips	65-69
OCU	86-88
John Brown	88-87
OCU	75-90

Win 22, Lost 10

pressing THE LANE
Driving into the lane against Oklahoma City University, Dwayne Williams, senior forward, shows his way toward the basket. The Bulldog defeated OCU 81-75.
S. Williams

watchful EYES
Waiting for the rebound against Lubbock Christian, Dwayne Williams, senior forward, watches against his opponent under the basket. The team defeated Lubbock Christian 81-75.
S. Williams

throw for A LOOP
Setting up the shot against Lubbock Christian, Clarence Hill, senior guard, uses the ball before passing to Dwayne Williams. The team defeated the Christiansville.
S. Williams

up for GRABS
Going for the lay-up against OCU, Mike Jones, junior forward, scores another two points. The win over OCU placed the Bulldogs in the No. 1 spot in the SAC.
S. Williams

Bulldog team members are listed row: Curt Down, Cliff Malique Ryan, Robert White, Darrin Johnson, Bobby Pate, Clarence Hill and Dwayne Williams. Back row: Brandon Parsons, Mike Jones, Justin Oberdorfer, Chris Forts, James Parris, Bryce Overstreet, Clarence Hill and Damon Bell.

124 **Sports** 125 **Sports**

1996 Arrow, Southern Nazarene University, Bethany, OK

Many of us look to prior yearbooks for creative direction

Don't let someone else create your creative point of view.

The best designs are a perfect blending of your concept, design tools, creative ideas, content quality and most importantly the benefit to the audience.

Begin any project with a brainstorming session to determine who the audience is, what they want and need, and how to best relate your material to the reader.

Carefully plan your ladder so that it logically flows from spread to spread—taking into consideration deadlines and printing needs.

*Set to know the audience
at my school.*

Students at Central High



Reader traits

fast readers

visually driven

trendy

high tech

not stuck on tradition

Then and now

then Old way—same quote/transition story with 6–7 photos

now New way—many entry points for reader with variety of visuals, many photos and relevant interactive information

A designer has to understand what type of content is going to be used before a good design can begin.

Brainstorm the content for your spread by focusing on the people involved and what it is they do. Once you have exhausted your own frame of reference, you can get more detail through one-on-one interviewing and information gathering.

Story assignment: Vacations

Who's involved

students who don't go anywhere

traveling with family

traveling with friends

What do they do?

too broke ← quotes-story
work too much ← timelines-listing
go to pool ← photos
summer school ← photos-quotes

long trips ← quotes-timeline
family reunions ← quotes
camping ← photos-listing
the last family trip ← photos-quotes

camps ← listing
out of country ← photos-survey
dorm living ← quotes
mission trips ← timeline


How will it look?

Visual solutions

Today's readers rely on a variety of verbal and visual packaging solutions. Evaluate your content and determine what format should be used in order to present the information most accurately.

BIO BOX

>>junior



lorijones

birthday: 9/20/88
fav food: pizza
fav band: korn
fav color: black
fav class: physics
fav show:

Q & A

Q?
If you could relive any moment from last year, what would it be

A:
Beating the seniors in tug of war during the spring carnival
-Bob Clipson

QUICKIE QUOTES


A good time was had by all
john wolsh, junior
I laughed, I cried, I fell asleep.
Did I miss something that day?
sally smith, freshman
john winston, faculty

CALENDAR

s m t w th f s

FACTOID

Average cost of a cd: \$13
Average cost of a movie: \$7.50
Average insurance cost: \$165 month
Lunch in cafeteria: \$3.25

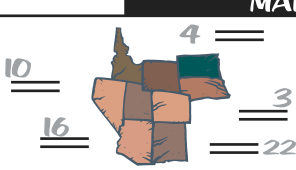


TIMELINE

august 2 september 7 october

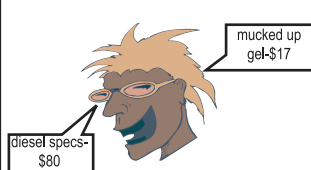
The band first begins marching practice The band performs at the first home game The band wins state marching contest

MAP



Number of students visiting surrounding states during spring break

CALL OUTS



diesel specs-\$80
mucked up gel-\$17

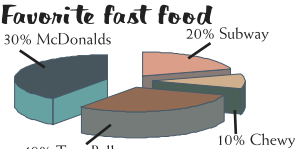
STEP-BY-STEP

Asking a date to prom

- 1 Make sure he/she is available
- 2 Make sure he/she is interested
- 3 Ask the person early

CHART

Favorite fast food



100 students polled

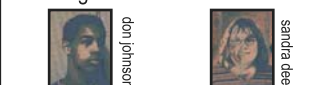
- 30% McDonalds
- 20% Subway
- 40% Taco Bell
- 10% Chewys

TABLE

activity	participants	dropouts	events
Marching band	60	2	
Football	120	32	

POINT OF VIEW

give me a **Break**



don johnson: "The best thing about spring break was hanging out with friends."
sandra dee: "The best thing about spring break was going to Mexico."

QUIZ ME

Which class had the most homework?

a: biology
b: history
c: yearbook
d: English

CHECKLIST

things to do>>**spirit week**

- complete class nat
- win competition
- save pennies for penny war

FAST FACTS

The marching band participated in the 'Food for Friends' project

- Each band member donated \$10
- Each band member worked 6 hours
- The project helped 16 families
- Sarah Smith volunteered 13 hours

INTERACTIVE

The best thing about homecoming was _____.

I will never forget _____.

_____ was my date.

Three levels of color use

Primary

Use one time on the spread to directly tie the content of the photos to a verbal content module.

Tone and mood

Creative graphics and visuals can help establish the tone and mood of your project as well as help the reader quickly move through the content.

Color can both help and hinder a reader trying to navigate the content of a spread. The color should always compliment the content of the spread. Color photos should be the first elements noticed on a page.

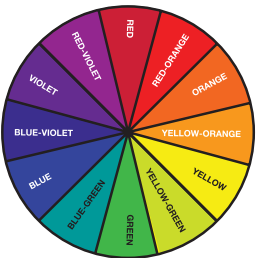
Color 101

Process color, also called full-color or 4-color, is created by using 4 colors on the printing press (cyan, magenta, yellow and black). This varies from what you see on your computer screen which represents colors in RGB (red, green and blue). Spot color is a single color, sometimes Pantone, used on a black and white page.

A great trend in graphic design involves using analogous colors in design.

Analogous colors are those that sit right next to each other on the color wheel. Try this—determine what the dominant color is in the photos and use analogous colors

to accent the spread. Complimentary colors often create a clash that makes it tough for readers to quickly move through content.

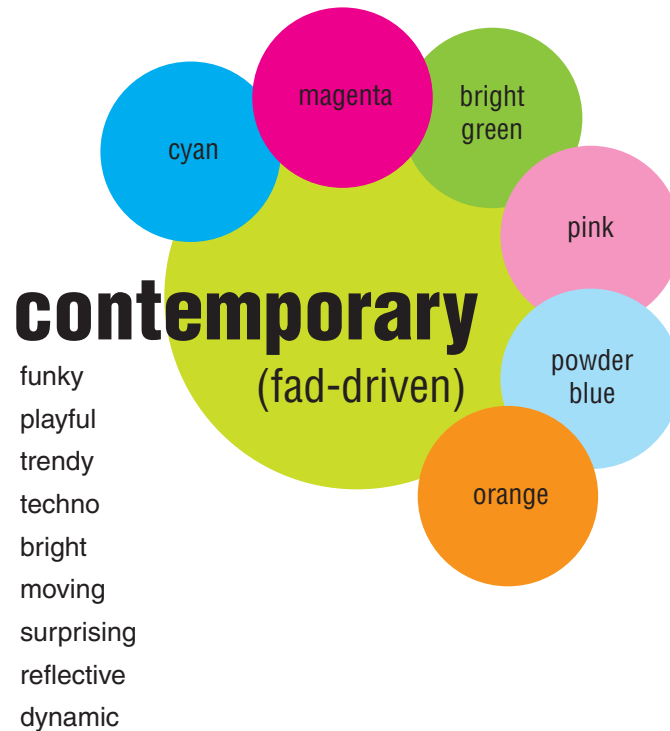


Secondary

Choose an analogous color to repeat 2-4 times on the spread.

Accent

Use the color as an accent in simple graphics like lines and caption lead-ins.



Choosing the right font

Choosing the right typeface is important. Recently designers have moved toward humanist or handwritten fonts in their designs. These fonts add a sense of personality to designs. Another trend in graphic design is the use of one font family throughout a project. By choosing one type family, a designer can create a consistent look throughout the publication. Consider choosing a base font and an accent font. Many designers are using sans serif fonts in their designs.

which Q r u?

Q

Times

Q

AYT Olive Oil

Q

AYT Action

Q

AYT Chelsea

Q

Stencil

serif
Times

Type

sans serif
Helvetica

Type

script
AYT Calypso Script

Type

ornamental
webdings



humanist
AYT Sleepwalker

Type

type mixing

graphic.
design
details

Helvetica Bold

AYT Calypso Script

Helvetica Light
Condensed

Type Family-light condensed
Type Family-light
Type Family-medium
Type Family-bold
Type Family-bold italic
Type Family-bold condensed
Type Family-heavy
Type Family-black

Photo trends

Hot visual trends in design revolve around photography.

Try this:



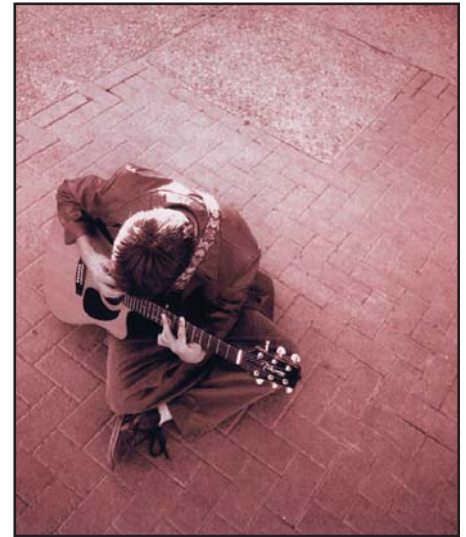
Extreme Crop

Enlarge a photo to highlight or emphasize an area of the photo creating emotion.



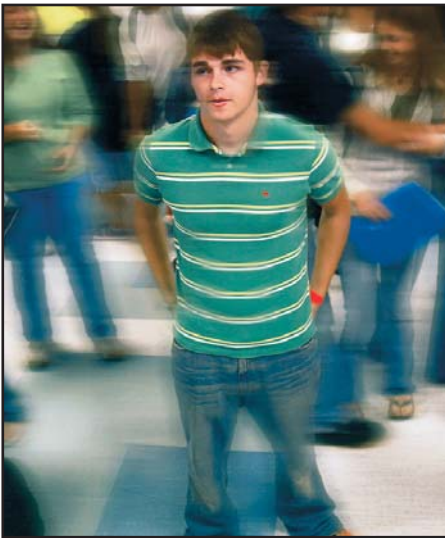
Color Mixing

For visual appeal use Adobe® Photoshop to create a photo that uses both color and black and white.



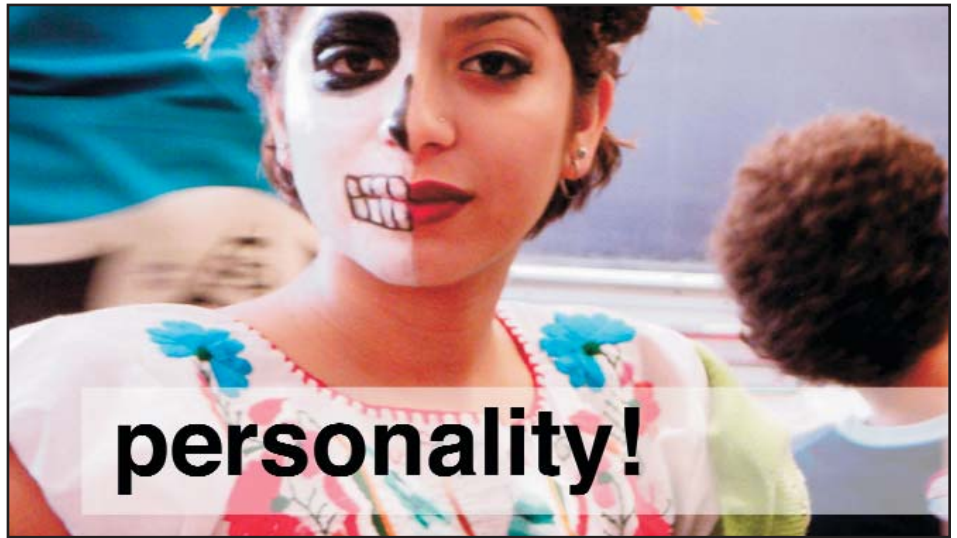
Duotones

Create a unique look by adding a single color to a black and white photo.



Movement

Slow the shutter on a camera or use Photoshop effects to create movement.



Transparency

The transparency effect works well for including verbal content with a photo.

Supporting graphics

In addition to type, color and photos, supporting graphics include:

 *thin line*

 *dotted*

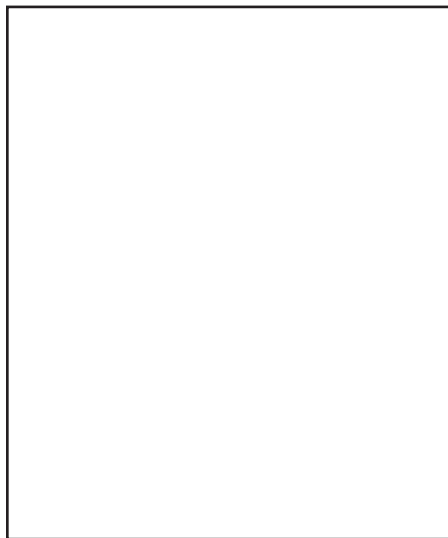
 *dashed*

 *thick line*

 *thin lines*

Lines

Variety of line sizes and styles. A hot fad in design uses thin lines.



White space

More designers are relying on white space to direct a reader around the spread.

Pattern offered in Page Surfer



Screens

Patterns and screens are often used for the background in a content module.

Background found in Page Surfer Color Mods



Backgrounds

Some designers choose a pattern for the entire background of their page. A trend in design is to use a photo as a background and adjust its transparency so that it is “ghosted” in the background.

in

thin lines

simple patterns

white as dominant color

5

minutes ago

dotted or dashed lines

complex pattern backgrounds

black page backgrounds

out

random lines placed on the spread

backgrounds with no visual link to content

using many colors on the spread

Building a better spread

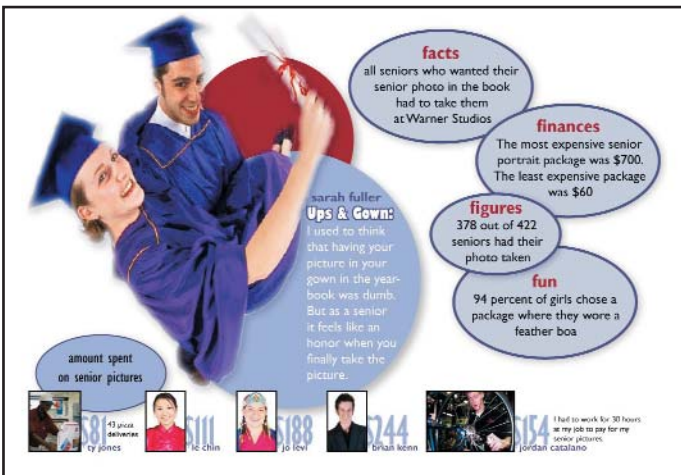
Consider starting with a pre-designed layout, then redesign each area piece-by-piece based on your brainstorming of the spread content.



A basic spread shows 5-7 photographs and a basic copy block consisting of a quote/transition story.



The dominant photo becomes a dominant collection providing for more photo coverage opportunities.



Two single photos move into the photo collection which frees up room for a survey and 6 more photo opportunities



The redesigned spread has many entry points and contains 14 photos.

Building a better spread

The term modular design relates to the different content areas on the page. Content areas include photos, text and graphics.

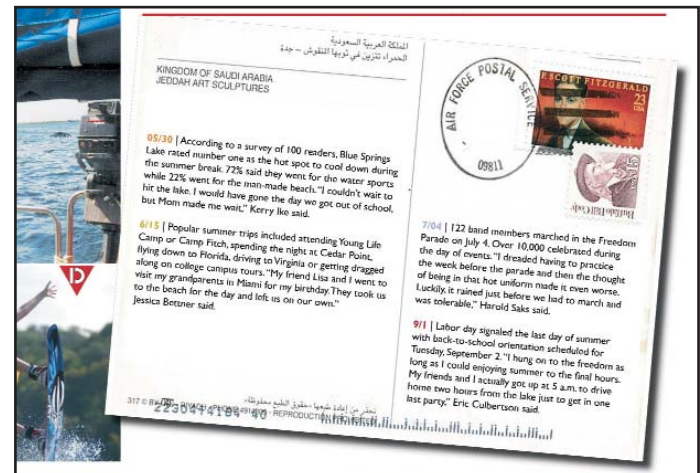
By working with one module at a time, a designer can focus on relating relevant content. Consider each module its own mini-layout.



A calendar is used to collect content. For this spread a weekly timeline shows the events of students helping a public service project during their vacation.



Instead of redesigning many modules, a staff might choose to redesign and emphasize the copy module. This design includes a postcard with text.



Building a better spread

Visual repeat theory suggests that a designer should repeat like elements at least 3 times on the spread. Notice how the colors are repeated consistently. The use of the cut out background photo (COB) adds to the design. By redesigning each content area, the designers have now included 18 photos on the spread as well as maintaining the traditional copy module.

Many designers might include a drop cap letter. This spread highlights a drop word to lead in to the copy block.

what a chore!

- WEEK 1**
 - Senior Samuel Liberton
 - Carris, Terry, Camille Blacka
- WEEK 2**
 - Feeding his horse Max
 - Cleaning up the dishes
- WEEK 3**
 - Cameron Park Stables
 - Family kitchen
- WEEK 4**
 - Everyday
 - July 4th celebration
- WEEK 5**
 - Passion for radios
 - Winn said so

good *thrills* hunting

The choices seemed endless. With the arrival of summer it was work or play, beach or bum.

After 180 days of homework hassles and trying tests, students trashed pencil and paper transforming themselves into party animals. From late and lazy sleep-ins to fun in the sun in exotic locations such as Hawaii, vacationers took the business of pleasure seriously.

"The week school ended my dad and I went to Oahu. It was amazing. He let me take my best friend Jenny and we spent everyday on the beach watching the surfers. I got up earlier during the summer to watch the incredible sunrises than I did during the regular school year. Is that sick or what?" senior Cate Hanupage said.

While three out of 10 traveled abroad during the summer, the other seven stayed close to home taking advantage of local events and area parks and lakes.

"This proved to be the best summer ever since I had my license and a car for the first time. I asked my mom if I could drive to the concert in Chicago and when she said "yes", I freaked out. I just knew she wouldn't let me even though it's only an hour away," Cancerson Larcen said.

A commanding 82% sleepyhead majority crawled out of bed well after the traditional start of school while only a very few kept the same schedule of the academic year.

"Some days I didn't even get out of bed until after lunch. It was heaven. Dad let me stay up as late as I wanted, but Mom always woke me up before she left for work and left me notes of stuff to do. Not a bad life considering I got in about four hours of sun everyday," Stephanie Sanchez, who was envied by others, said.

Katherine Feather admitted her wish to be in Stephanie's situation. "We had cross country practice every morning at 5 a.m. to beat the heat. Then I would rush home to shower and go to work until eight or nine," junior Katherine Feather, who worked at Dog on a Stick at the Mall, said.

Soccer and football players joined other summer athletes as they attempted to balance training schedules and social lives while coaches struggled with team members taking off for a week-long vacation.

"Practices were tough, especially when one of us had to be gone for an entire week. We would just about master a sequence of plays and then one of us would be gone with the family or off to a summer camp," Terry Keifer said.

Popular summer trips included attending Young Life Camp or Camp Fitch, spending the night at Cedar Point, flying down to Florida, driving to Virginia or getting dragged along on college campus tours.

"I did different fund-raising activities for Young Life camp but it was worth it. We did everything there; the swimming was unbelievable and everyday," sophomore Joey Glase said. "My favorite part was working with the younger kids; they know how to live it up at camp."

After 95 days of some work and mostly play, summer sizzle fizzled and over 90% dreaded the 8-4 routine of back-to-school on (Dreaded)-day, September 3.

July 2004

Mo Tu We Th Fr

time frames

Ashton Billingsly

A

Mr. Seth Taylor

B

Tina Marsh

14

Garth Hansley

15

Tony Presson

facts
all seniors who wanted their senior photo in the book had to take them at Warner Studios

finances
The most expensive senior portrait package was \$700. The least expensive package was \$60

figures
378 out of 422 seniors had their photo taken

fun
94 percent of girls chose a package where they wore a feather boa

sarah fuller
Ups & Gown: I used to think that having your picture in your yearbook was dumb. But as a senior it feels like an honor when you finally take the picture.

amount spent on senior pictures

- \$1,000 - 10 photos
- \$1,200 - 12 photos
- \$1,400 - 14 photos
- \$1,600 - 16 photos
- \$1,800 - 18 photos
- \$2,000 - 20 photos
- \$2,200 - 22 photos
- \$2,400 - 24 photos
- \$2,600 - 26 photos
- \$2,800 - 28 photos
- \$3,000 - 30 photos

188 seniors had their photos taken

744 photos were taken

1515 seniors had their photos taken

188 seniors had their photos taken

744 photos were taken

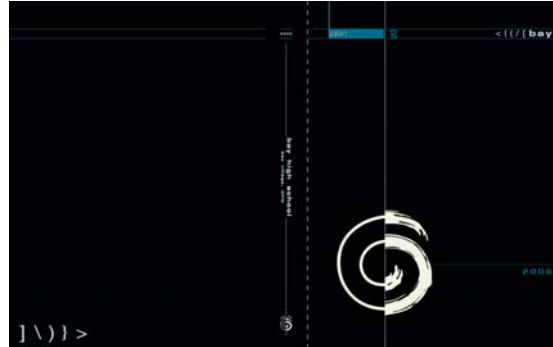
1515 seniors had their photos taken

Real examples

Bay High School, Bay Village, OH

Typographic icons such as punctuation marks have been popular for the last few years. Bay High School incorporates these graphics throughout the book.

The contrast created between clean and fringe graphics and fonts works to relate the theme of "Plan B."



Episcopal High School, Bellaire, TX

Students at Episcopal High School maximized the iPod fad by mimicking and personalizing the look of the commercials.

Using fad-driven colors cyan and magenta, the staff creates a cohesive theme look. The silhouette photos can be found in many advertisements in the past year. The bright green is a very fad-driven color.



Real examples

Fenton High School, Fenton, MI

Students at Fenton High School were inspired by the Microsoft advertising campaign. Instead of directly copying the look, the students embellished the background and brought in very fad-driven colors including cyan, magenta, orange, lime green and purple.

The staff chose a clean sans serif typeface that is easy to read on top of the busy graphics.

The type mixing effect creates incredible contrast. The black background adds to the impact of the color photos. Using 80% black on the black background creates subtle design effects.

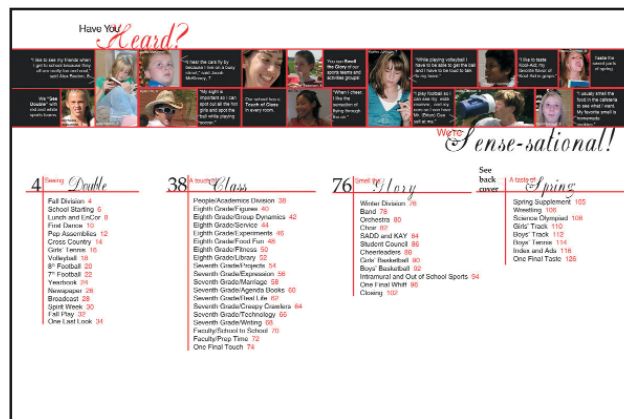
The mix of color and black and white photos creates incredible design impact.



Maize South Middle School, Wichita, KS

The students at Maize South Middle School use white space to effectively separate elements. The type mixing creates a great verbal/visual connection. The color red is used in multiple places to connect elements and draw the reader's interest.

Student designers repeat color accents throughout pages to link content areas. The use of quick reads such as surveys and polls are easy for readers.



Real examples

Father Ryan High School, Nashville, TN

Father Ryan High School students broke tradition and created a chronological yearbook. The students used the school's calendar to set up their yearbook ladder and deadlines. Chronological coverage is great for deadline planning.

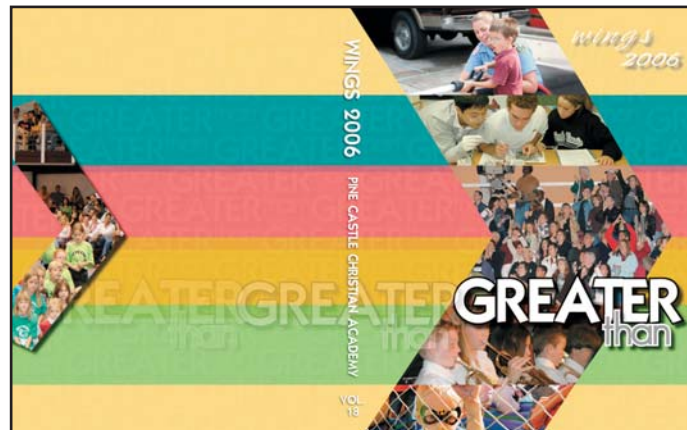
By keeping the color simple and using a gold color, the September spread remains readable. Throughout each spread and each section, the students used a timeline as a sidebar. The students realized there were thousands of coverage opportunities by focusing on what happened each day in their school.



Pine Castle Christian Academy, Orlando, FL

Students at Pine Castle Christian Academy found that the theme "Greater than" worked well with the visual element. The colors that are on the cover repeat throughout the book. The use of photos on the cover adds to the visual appeal. Using transparency, the theme is repeated across the cover.

The theme repeats verbally with sections like Bolder than, Closer than, Tougher than and Deeper than. The contrast between the typefaces adds to the visual appeal. The divider pages echo the graphics and color scheme created on the cover and endsheets.



Real examples

San Clemente High School, San Clemente, CA

San Clemente High School students focused on the location of their school, right on the San Diego and Orange County border, to create a theme of "On the Edge."

The dividers sample color out of the dominant photo and take the type off the baseline to create a sense of movement. A rail of white space opens the photo bar from the rest of the content.

Oversized numbers are used throughout the pages to develop the content.

