



# Design Style Guide.

Tips & Tricks for Designing  
Outstanding Yearbook Pages.





# TIPS & TRICKS FOR DESIGNING OUTSTANDING YEARBOOK PAGES.

## INFOGRAPHIC GUIDE



Designing your yearbook with YBLive should be fun and easy! We put this guide together to provide you with the best possible experience, and help you create a beautiful end result.

Below are some tips for designing a great yearbook. The following pages feature examples that put these design practices to use, with callout boxes that describe how they were constructed. Take notes so that you, too, can create outstanding yearbook designs! Also, refer to the *End User Guide* for more information about the features and tools referred to in this guide.

### PLAN AHEAD.

With over 5000 Backgrounds, 500 Page Layouts, 1800 Clip Art Objects, 1500 Design Elements and 150 Fonts available, jumping right into the software can be overwhelming! You'll save time in the long run, and end up with a better result, by doing some initial planning.

Our *Content Reference Guide* shows all of this content in a very organized fashion, and is a great planning tool. Review the guide, become familiar with the wide range of styles, and note your favorites, before getting started with the software.

When choosing content, consider your yearbook audience, in addition to your own personal taste. Is this book for an Elementary, Middle, or High School? What styles and trends are popular? What colors would be best suited for the yearbook? Should you stick with a certain range of colors? Do you want a single unified theme throughout the book?

Use the same principles when selecting candid photos for your yearbook. Choose photos that are sharp, bright, and well-composed with a clear subject, and don't be afraid to crop or enhance photos for maximum impact.

Some initial planning is time well spent and will yield a well thought out and professional-looking yearbook design.

### DEVELOP AN OVERALL DESIGN THEME.

It's important in design to use individual components that harmonize with one another. Start with a background and then add elements and clip art that complement that background. Choose colors for your fonts, borders and elements that coordinate with the background color scheme. Try different fonts and select those that best convey your overall theme.

There are a lot of backgrounds in the software that have a

complementary set of elements. These can be used very effectively to create great themes. As an example, the software features Watercolor Backgrounds and Watercolor Elements, which when used together with appropriate font styles, result in a cohesive design. See examples of good theme design on the following pages.

### GET CREATIVE.

Don't be afraid to take the time to explore and experiment with all of the advanced features in the software and use them to create your own unique page designs. Turning on the grid and using it to align page elements to one another will result in a more professional design. Using features such as layering, transparency, image and edge effects, colored text frames, and more will add dimension to your pages and take your designs to another level.



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### ENHANCE TEXT WITH FRAMES

*Use Frames to create visual interest & emphasis for blocks of text. Here, a vintage frame works well with the other design elements & the font style.*

*This is a great design for Elementary Schools & is enhanced with bright, colorful photos. Use complementary elements like Marquee Lights to create a Circus theme.*

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LIVING  
AND  
LAUGHING




**MIX DIFFERENT FONT STYLES**  
*Using two different font styles together enhances the typography.*  
*Here, three separate frames are used.*

**COLORED TEXT FRAMES**  
Colored text frames are useful as a background for text. Simply select the text frame & change the Color Fill.

## EYEDROPPER COLOR SELECT

Use the Eyedropper tool to select specific colors on your page that aren't in the set color palette.



**BACKGROUND** *Abstract / Sunburst Vintage*  
**ELEMENTS** *Frames, Marquee Lights*  
**FONTS** *Hoedown, Typography Times, Vast Shadow*



# DESIGN STYLE GUIDE *Vintage Polaroids*

**CHOOSE APPROPRIATE FONTS**  
Select fonts that fit the overall style of your theme. Here, old style fonts are appropriate for a vintage theme.

This vintage design works well for any age group. Using a Sepia image effect for the photos along with old style fonts really enhances the overall vintage look & feel.

**INTEGRATING TEXT & ELEMENTS**  
Use elements as a way to add interesting frames to Header text.

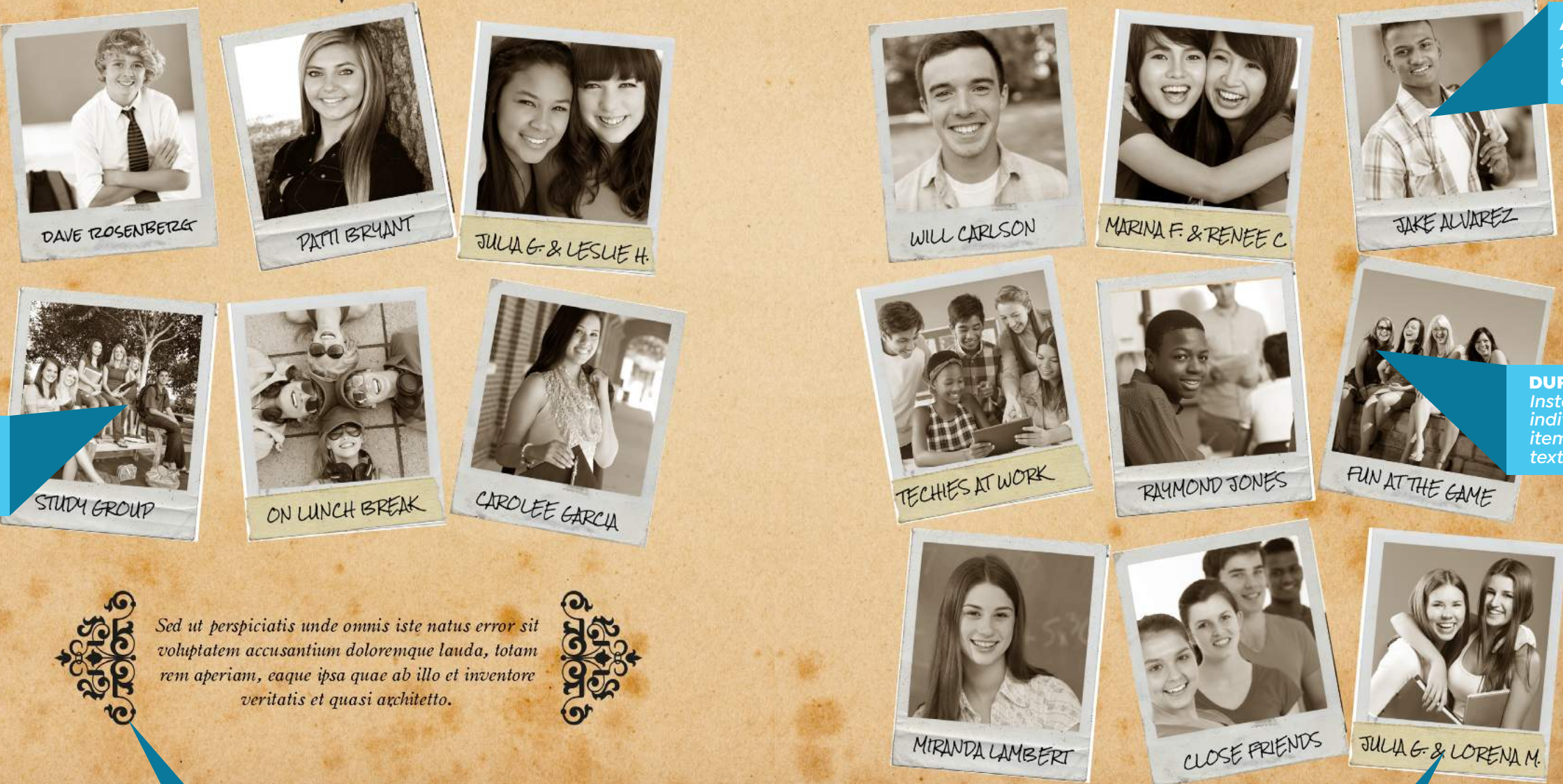


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dictas accusata torquatos mei.*



**ADD IMAGE EFFECTS**  
Adding Image Effects, like a Sepia tone used here, creates visual interest & gives the photos a vintage feel.

**LAYERING PHOTOS & ELEMENTS**  
Size the photo frame the same as the polaroid & send behind the element using the Layer function.



**DUPLICATE SIMILAR ITEMS**  
Instead of manually creating each item individually, you can duplicate similar items. Then, simply change the photo, text & rotation accordingly.

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voluptatem accusantium doloremque lauda, totam  
rem aperiam, eaque ipsa quae ab illo et inventore  
veritatis et quasi architecto.*

**BACKGROUND** Vintage | Papers  
**ELEMENTS** Polaroids, Vintage  
**FONTS** Hominis, OldStyle Italic, Rocksalt, TradeWinds

**FUNCTIONAL DESIGN ELEMENTS**  
Rotate/size elements to create interesting text blocks.

**ROTATE TEXT & IMAGES**  
The rotate tool can be used to create visual interest. Here, it adds to the vintage or hand-made look & feel.



**FUNCTIONAL DESIGN ELEMENTS**  
Certain elements, like these Watercolor Blotches, provide nice backgrounds for important text, like headers & subheads.

**INTEGRATING TEXT & ELEMENTS**  
Using a Font (Luna) with a similar whimsical style as the Watercolor elements results in a cohesive design.

Making the Grade

Students and Teachers Working Together



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**SIMILAR DESIGN ELEMENTS**  
Use Watercolor Backgrounds with Watercolor Elements to create a cohesive page design.

Learning with a Purpose

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Stepping Into the Future

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**MULTIPLE TEXT FRAMES**  
Placing text in separate text frames allows you to manually control the space & alignment of the text.



**DEVELOP A COLOR SCHEME**  
If possible, use photos that have similar colors & complement other design elements on your pages.

This is a great design for Elementary Schools & is enhanced with bright, colorful photos. Use complementary elements like Watercolor Backgrounds & Watercolor Blotches to create a cohesive design.



# DESIGN STYLE GUIDE *Notebook Paper*

## CHOOSE APPROPRIATE FONTS

Select fonts that fit the overall style of your theme. Here, handwritten fonts are appropriate for a Notebook theme.

Notebook Paper works well for any age group. Using handwritten-style fonts along with Marker Pen elements & Torn Edges image effects enhance the hand-created look & feel.

## LAYERING ELEMENTS

Use the Layer function to move elements in front of / behind others to create visual interest & depth.

LEARNING  
IS SO MUCH  
FUN! :)

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BACK  
TO THE  
BASICS.

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## ALIGN OBJECTS TO THE GRID

Although items on this spread seem thrown together, they are aligned to the grid. To display the grid, click on the Grid icon on the main toolbar.



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## ADD EDGE EFFECTS

Use the Torn Edges Edge Effect to give your photos a rough, hand-created look that goes well with a Notebook theme.



## ROTATE TEXT & IMAGES

The rotate tool can be used to create visual interest. Here, it adds to the hand-made look & feel of a notebook.



FOUNDATIONS  
FOR THE  
FUTURE.

**BACKGROUND** Doodles | Sketchbook  
**ELEMENTS** Arrows, Marker Pen, Post-it Notes  
**FONTS** Rocksalt, Trashhand, Waiting for the Sunrise

## DUPLICATE SIMILAR ITEMS

Instead of manually creating each item individually, you can duplicate similar items. Then, simply change the photo, text & rotation accordingly.

## FUNCTIONAL DESIGN ELEMENTS

Certain elements, like Marker Pen, provide nice backgrounds for important text, like image captions.



**COLORED IMAGE BORDERS**  
Use colored borders to add color to your pages & to create visual interest.

**FUNCTIONAL DESIGN ELEMENTS**  
Use elements to create interesting text blocks. This Divider element goes well with the street / crosswalk background.

A great design for High School yearbooks, this contemporary magazine-style design is quite minimal, and works well with powerful, interesting images, like the one used here.



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# MOVING FORWARD



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**WRAP TEXT AROUND IMAGES**  
For an interesting effect, wrap, or position, text frames around images.

**BACKGROUND** Photographic | Mood  
**ELEMENTS** Dividers  
**FONTS** Droid Serif, Helv Children

**IMAGES AS BACKGROUNDS**  
Image Backgrounds are becoming more popular. Besides using our standard Photographic backgrounds, you can set any photo as a background. Also, you can control the transparency of your photo background by selecting the 'Background' icon on the main toolbar.



The software contains a variety of sports-themed photo backgrounds. Abstract images, like Baseball seams, create visual interest. Other ideas would be grass, courts, fields, balls, etc.

**CHOOSE APPROPRIATE FONTS**  
Select fonts that fit the overall style of your theme. Here, 'Playball' & 'Sports World' work well with a Baseball theme.

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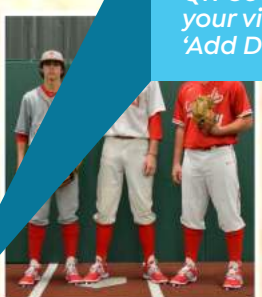
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# Batter Up!

## STEPPING UP to the PLATE

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Scan the QR Code to view video highlights on YouTube!



**ADD VIDEO TO YOUR YEARBOOK**  
With our Digital Link feature, you can insert QR Codes onto your page & link them to your videos by entering a URL. Click on the 'Add Digital Link' icon on the main toolbar.

**BACKGROUND** Sports | Baseball  
**ELEMENTS** Arrows, Dividers  
**FONTS** Playball, Sports World

**IMAGES AS BACKGROUNDS**  
Image Backgrounds are becoming more popular. Besides using our standard Photographic backgrounds, you can set any photo as a background. Also, you can control the transparency of your photo background by selecting the 'Background' icon on the main toolbar.



This Basic Panel Page design is especially useful for Elementary & Middle School yearbooks. Remember that you can save your layouts and use them throughout your book, to maintain a consistent look and feel.

**MIX DIFFERENT FONT STYLES**  
Using two different font styles together enhances the typography. Here, two separate frames are used.

**COLORED TEXT FRAMES**  
Colored text frames are useful as a background for text. Simply select the text frame & change the Color Fill.

**MAKING memories**

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Johanna Summers  
Elena Walton  
Cecilia Alexander

Jake Alvarez  
Martha Alvarez  
Jacquelyn Ball

Mathew Ball  
Carole Bass  
Saul Bennett

Sheryl Black  
Leslie Boone  
Donald Bowers  
Antoinette Bryan  
Julie Byrd  
Dana Fox  
Lorena Gordon

Julia Griffin  
Lydia Guerrero  
Travis Harmon  
Darren Hogan  
Sharon Jacobs  
Elsie Jefferson  
Mercedes Johnston

Yolanda McDonald  
Elvira Morgan  
Amos Rios  
Joan Rios  
Lynette Rodriguez  
Sophie Rowe  
Al Roy

Charlene Sanchez  
Homer Santos  
Alice Schmidt  
Marcus Schmidt  
Henry Silva  
Tami Simon  
Johanna Summers

**CUSTOM PORTRAIT FONTS**  
Using a font in a different style & color for a Teacher creates visual interest & distinguishes it from students.

*Mrs. Johnson*

Jacquelyn Balister  
Saul Bennett  
Sheryl Black  
Leslie Boone  
Tricia Bradley

Julie Briggs  
Juliette Bryan  
Patti Bryan  
Christine Burns  
Julie Byrd

Willard Carlson  
Freddie Carr  
Martin Chandler  
Shelly Chandler  
Megan Cobb  
Johnnie Cox  
Christine Cross

Traci Davidson  
Ivan Dunn  
Dave Estrada  
Dallas Flowers  
Angel Garcia  
Eva Gardner  
Rochelle Gibson

Lucille Green  
Julia Griffin  
Pearl Hampton  
Darnell Haynes  
Mercedes Hernandez  
Sharon Jacobs  
Miranda Lambert

Norman McBride  
Mack McLaughlin  
Sarah Pierce  
Rene Richards  
Maureen Richardson  
Joan Rios  
Tami Simon



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**BACKGROUND** *Typographical | Grades Words*  
**ELEMENTS** *Speech Bubbles*  
**FONTS** *Arial Black, Crimson Text, Great Vibes, Yesteryear*

**IMAGE BORDERS**  
Set Image Borders to a thicker weight, set to White & overlap images to create a collage.



This modern, advanced panel page design would fit well within the clean design style of High School Yearbooks. Creating custom layouts, & adding candid images within really gives the page a unique & exciting look & feel.

**DELETE PORTRAIT FRAMES**  
You can select & delete portrait frames to create unique & interesting portrait panel layout designs.

**CUSTOM PORTRAIT LAYOUTS**  
You can create & save your custom layouts by clicking the 'Save Layout' icon on the main toolbar & then use them throughout your book.

### END OF AN ERA

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### SENIOR CLASS

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**COLORED TEXT FRAMES**  
Colored text frames are useful as a background for text. Simply select the text frame & change the Color Fill.

Walton, Elena  
Alexander, Cecilia  
Alvarez, Jake  
Alvarez, Martha  
Ball, Jacquelyn  
Ball, Matthew  
Bass, Carole

**EYEDROPPER COLOR SELECT**  
Use the Eyedropper tool to select specific colors on your page that aren't in the set color palette.

**QUOTE MARKS AS ELEMENTS**  
Use quote marks within a font to create a unique design element. The font used here is IM FELL French Canon at 360pt.

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### ON TO NEW BEGINNINGS

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Bennett, Saul  
Black, Sheryl  
Boone, Leslie  
Bowers, Donald  
Bryan, Antoinette

Byrd, Julie  
Fox, Dana  
Gordon, Lorena  
Griffin, Julia  
Guerrero, Lydia  
Harmon, Travis  
Hogan, Darren

**BACKGROUND** Modern Geometry | Pastels  
**FONTS** IM FELL French Canon, Georgia, Sans Black

**DEVELOP A COLOR SCHEME**  
Colors from this background were selected & applied to other design elements using the Eyedropper tool.