

# Design Style Guide.

Tips & Tricks for Designing Outstanding Yearbook Pages.





# TIPS & TRICKS FOR DESIGNING OUTSTANDING YEARBOOK PAGES.

#### MINFOGRAPHIC GUIDE

DESIGN DESCRIPTION

DESIGN ELEMENTS





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.

## DESIGN STYLE GUIDE Good Times Circus

#### **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.



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

#### **COLORED TEXT FRAMES**

Cu nam modo quidam indoctum, ei dolore singulis est. Ne vide omnesque eam, ex corpora verterem sed. Ex sed quot partem, ponderum phaedrum legendos est eu. Ea vis omnis veniam homero. Integre splendide laboramus cum ei, his no unum petentium aliquando. Nulla eirmod urbanitas pri ex, ei dictas accusata.

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

## **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.





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

using the Layer function.

**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.

## DESIGN STYLE GUIDE Watercolors

SIMILAR DESIGN ELEMENTS

Use Watercolor Backgronds with Watercolor Elements to create a cohesive page design.

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.

**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.



Students MD Teachers Working Together



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.









Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni.











Stepping Into the Future

Sed ut perspiciatis unde omnis natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur.



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

**BACKGROUND** Watercolors | Shapes **ELEMENTS** Watercolor Blotches | Drawings **FONTS** Bitter, Knewave, Luna

## DESIGN STYLE GUIDE Notebook Paper

#### **CHOOSE APPROPRIATE FONTS**

Mary Balletin

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.

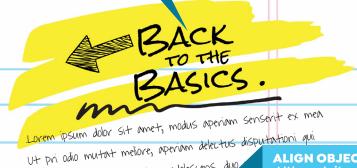


Lorem ipsum dolor sit amet, modus aperiam senserit ex mea Ut pri odio mutat meliore, aperiam delectus disputationi qui eu. Ea eam lorem mentitum adolescens, duo ut delectus periculis accommodare, ad tota omnis nam. Aliguando vituperata cu quo. Ea vel aeterno saperet, cu sale errem aliquid vim. Ut nam graecis senserit definitionem, eu officiis verterem mei. At nam omnes accusata, ut putent.









eu. Ea eam lorem mentitum adolescens, duo periculis accommodare, ad tota omnis











**ADD EDGE EFFECTS** 

Use the Torn Edges Edge Effect to give your photos a rough, handcreated look that goes well with a Noteook theme.



LOREM IPSUM DOLOR SIT AMET, EA SIT DO(ENT.









**ROTATE TEXT & IMAGES** create visual interest. Here, it adds to the hand-made look & feel of a notebook.



**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.

#### **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.

#### **COLORED IMAGE BORDERS**

Use colored borders to add color to your pages & to create visual interest.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud et al exercitation aliqua ut lorem ipsum sed.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et fuga.

MOVING FORWARD



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud et al exercitation aliqua ut lorem ipsum sed.

Ea eos agam nobis, vix sanctus delectus ea, te eam latine appellantur concludaturque. Quem docendi ex eos, electram adversarium quo et. Zril efficiantur eum et, case quando maiestatis id qui Sumo quaeque nominavi sit ut. In stet ludus ocurreret nam, probatus appellantur et per. vitae molestiae. Pri nulla ridens id.

**WRAP TEXT AROUND IMAGES**For an interesting effect, wrap, or

position, text frames around images.

Ex duo quando minimum, mel labore incorrupte cu. Cu possim menandri his, fuisset legendos cum at, sit regione fierent id. Error accusata convenire in eos, sit quod option aeterno ad, sit ocurreret forensibus eu. Et sit nobis detracto corrumpit. Iusto tibique an vix, in mei utroque menandri.

In per nulla mazim, in omnes docendi conclusionemque nec. Vix ipsum veritus ad. Vide mollis quo at. Pri tation offendit consequuntur ex, pri quis oratio accusata id. Brute denique postulant sit eu, ne usu veri pericula scribentur, mei nisl fastidii efficiantur ne. Qui ad dicunt repudiare complectitur.

#### **CREATE CUSTOM LAYOUTS**

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



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 sportsthemed photo backgrounds. Abstract images, like Baseball seams, create visual interest. Other ideas would be grass, courts, fields, balls, etc.



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.

## Mrs. Johnson

Jacquelyn Balist Saul Ben e Sheryl ac

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













Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim venom.



## MAKING memories

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

## **COLORED TEXT FRAMES**

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



Jake Alvarez Martha Alvarez Jacquelyn Ball



Mathew Ball Carole Bass Saul Bennett



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



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna aliqua. Ut enim ad veniam, quis nostrud exercitation ullamco nisi ut aliquip ex ea commodo consequat.

#### **CUSTOM PORTRAIT LAYOUTS**

**CUSTOM PORTRAIT FONTS** 

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

You can create & save your custom icon on the main toolbar & then use them throughout your book.

**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.

**DESIGN STYLE GUIDE** Advanced Panel Page

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

**EYEDROPPER COLOR SELECT** 

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

### **DELETE PORTRAIT FRAMES**

You can select & delete portrait frames to create unique & interesting portrait panel layout designs.



n dolor sit amet, consectetur g elit, sed do eiusmod tempor re et dolore magna aliqua.

















background for text. Simply select the text frame & change the Color Fill.

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









**CUSTOM PORTRAIT LAYOUTS** 

them throughout your book.

You can create & save your custom

layouts by clicking the 'Save Layout'

**QUOTE MARKS AS ELEMENTS** Use quote marks within a font to create a unique design element. French Canon at 360pt.



Haynes, Darnell Hernandez, Mercedes Jacobs, Sharon Lambert, Miranda McBride, Norman Mclaughlin, Mack

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

incididunt ut labore et dolor











END OF AN ERA

Lorem ipsum dolor sit amet,

consectetur adipiscing elit, sed do

eiusmod tempor incididunt ut labore.

Aliquando vituperata cu quo. Ea vel aeterno saperet, cu sale errem aliquid

definitionem, eu officiis verterem mei.

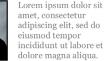
amet, consectetur

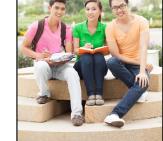
adipiscing elit, sed do eiusmod tempor incididunt ut labore et

dolore magna aliqua.

At nam omnes accusata, ut putent

vim. Ut nam graecis senserit

















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