



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.

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.

USE COMPLEMENTARY ELEMENTS
Marquee Lights work well with the Sunburst background, and really gives the design a Circus look & feel.



ELEMENTS SERVE A PURPOSE
Elements, especially Arrows, can be used to direct viewers to pertinent info, such as body text & captions.

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PHOTOGRAPHIC PERSPECTIVE
If possible, use photos with a unique perspective. These types of photos add visual interest & movement.



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



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

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

COLORED TEXT FRAMES
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.

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

WE ARE STAR STUDENTS

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dictas accusata torquatos mei.*

CHECK THIS OUT!

ADD IMAGE EFFECTS

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

DUPLICATE SIMILAR ITEMS

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

LAYERING PHOTOS & ELEMENTS

Size the photo frame the same as the polaroid & send behind the element using the Layer function.

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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 & Teachers Working Together



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

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.



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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NO VIS REBUM STEPPE FACILIS.



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BACK
TO THE
BASICS.

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

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.



FACILIS.



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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.



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VIS REBUM STEPPE FACILIS.
LOREM IPSUM DOLOR SIT AMET, EA SIT.



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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.



DESIGN STYLE GUIDE *Moving Forward*

COLORED IMAGE BORDERS

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



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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.



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.

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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Batter Up!

STEPPING UP to the PLATE



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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.



Scan the QR Code to view video highlights on YouTube!



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.

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

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.

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

Antie Briggs
Annette 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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MAKING
memories

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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.

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

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.