



Single page design

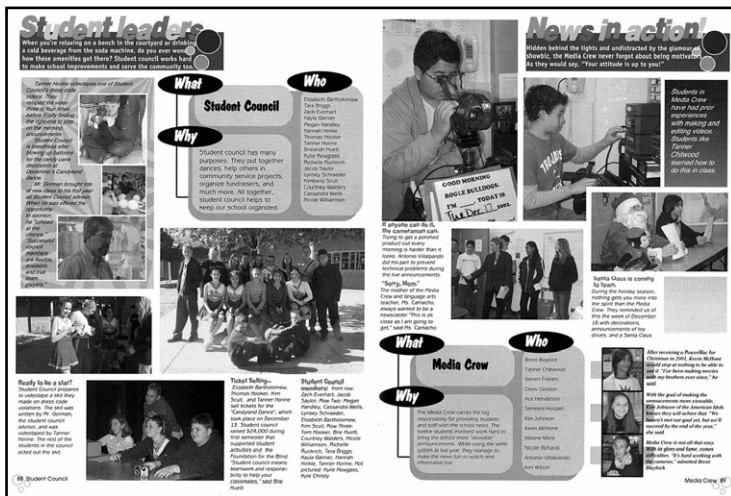
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Single-page design can offer more natural, stronger coverage for topics that don't merit a full double-page spread, yet deserve balanced coverage. With single-page design, you can include more coverage ideas in any size book. This design approach requires careful planning. Remember...

...Pay close attention to design basics

- Column structure
- Spread linkage
- Focal point for each page
- Consistent margins
- Careful copy placement
- Enhancing graphics

...Plan the compatibility of facing pages on double-page spread



Bogle Junior High School | Chandler, AZ

DESIGN FORMULA

- Single-page design has value for all basic coverage sections of the book including student life, academics, clubs and sports.
- Each page becomes a singular design area with its own focal point, headline and story.
- Headline design remains consistent on both pages to give the DPS linkage and are arranged on each page so not to compete with each other.
- Photo groupings use 3-4 points inner spacing rather than 1 pica.
- Graphics can frame pages and create unity at the same time.
- A 2-4-pica gutter can clearly separate pages and promote cohesion.