Sizing *it up*

6-8 POINTS

Eight points works best for captions, especially if set in a style such a Arial Narrow (or any other condensed font), as it allows more characters per line, promoting more coverage information and insights per area. Six or seven points often work well for group identifications and index entries.

10-12 POINTS

Ten points most consistently is utilized for the news feature story as well as for alternative story size. For smaller widths, it is best to set both stories and captions aligned right or left to avoid awkward spacing between words. Twelve points often can be integrated to set off the starting words of a news feature story or can be used for alternative copy stories of shorter lengths for stronger reader appeal. This range of sizes is also sometimes used for the lead-ins for captions to give them a visual edge in the design.

14-?? POINTS

Fourteen points and greater most often are reserved for showcased facts, figures or feelings as well as for headline packages. A consistent font and size for featured information and insights give the book a cohesive look from spread to spread. Headline packages including a primary and secondary have the most storytelling and reader appeal. Primary headlines are most often about twice the point size of the secondary headline for maximum impact.

Hierarchy Happens

When you plan your typography strategy carefully and logically, the end result is that you masterfully maneuver your readers through all the content of your spread. The dominant photo and complementary caption draw readers into the spread. The dominant headline package then pulls readers into the story. Large, featured quotes with boldfaced key words bring us to the lower content and back across the spread. Reverse headlines with thematic labels bring readers full circle for a complete tour of all the content of the spread.

POINT taken
seniors win with help of leaders behind the scenes schemes

67 hours
Cullenia Johnson led the float team in time dedicated to the building of the truck apron using over 116,024,465 napkins

$4,361
Jerrica Smithson raised nearly $5000 to finance the pep rally pyrotechnic show that wowed a gym of 2130 fans

87%
Sheralyn Gainnis orchestrated 396 seniors to create a sea for surfers to use to save the Chap from harm

MADE your POINT
How much did you spend on your dress up day costumes and in which one did you invest the most effort?

$26 SUPERHERO — Eliott Williams via Replayit
"I know that is was a cop out to simply buy a costume to wear for superhero day, but on Sunday afternoon, I realized it had to be physics or make a homemade costume. Physics won."

$12 PAJAMA — Kincaid Jones via Facebook
"Mom took my pic because has bought my pajamas all my life. There was no question that I would have really good ones for Tuesday. Mom thinks pajamas should be really fun."

$0 SWITCHEROO — Ginger Priest via Twitter
"Switchin was seamless for my brother James and I. He wore my softball jersey and I wore his football jersey. Not elaborate or as attention-getting, but it fit the day's events."

$375 ROCKSTAR — Noah Puckerman via Twitter
"I had my eye on this blingy performance costume and could never talk dad into buying it until I told him the football team had to really get into the spirit. He bought it into it. Rock on!"

$17 BLUE & RED — Tiffany Adams via Replayit
"So we are cheap. Three-pack of white t-shirts at $8.95 and a two cans of blue and red spray paint gave a stylish trio of costumes for Blue & Red Day. And we won first place."

SC President ▶ Pete Mission
"I never dreamed the class fundraisers for **needy families** would play such a major role in the overall excitement of spirit week, but we raised over **$14,560**.

Mr. Shane Caulton rummaged through his closet to find the superhero outfit his mother made him in 1992. He wore the 20-year-old costume to honor his mother who leave her 40-year position as registrar at the end of the year.

236 students responded using ReplayIt the week of Sept. 21
Superhero | Pajama | Blue & Red | Rockstar | Switcheroo

Freshmen ▶ Roger Oldernotwiser
"I must say I was **deliciously sassy** as LADY GAGA on Switcheroo Day. I got over **800 likes** and comments on Facebook!"

What was the most **engaging** and **memorable** day of spirit week?

"At first, I said 'no way' and that I did trust them not to drop me. Thankfully I was wrong,"

Body surfing across a sea of 469 seniors, captain Johnny Stamos gives his class the winning edge in second of class competitions of homecoming week after the girls beat out the juniors the day before in the final 16 seconds of powerpuff on Thursday.

FLYING FLAGS adorn the sidelines signaling the start of the heated match-up between the Chaps and the Panthers. **GIRL POWER.** Sophomores raise the decibel level of the noise to let players know they have the home team full support. **NOT WAITING.** Offensive linemen, Mohamed Allan pulls away from his defender to score a touchdown pulling the team within three points of winning. **WAR PAINT.** Junior Lee Smithson gets help from junior Erin Know to make a striking spirited appearance on behalf of the junior powderpuff team. **HAPPY DANCE.** Leading the victory moves, Senior Jerry Anderson leads the team towards the crowd of enthusiastic fan after capturing a final winning touchdown. **HALFWAY DONE.** Helping one another prepare for their all-important halftime performance, juniors Missy Cliff and Rachel Towery put the finishing make-up touches. **IN ONE WORD.** Decked out in the Chap costume, Karen Darren posts the sign of the times in the last second of the homecoming rival game. Cheer says it all.

TRI, TRI TRI AGAIN. In the last heat of the tricycle race during the Fame Games, senior Bill Ennis leads the field followed closely by juniors Rex Barry Chapman.
GAME DAY

SENIOR SUPERIORITY
BY ALICIA HAWLEY

Class of 2013 shuts out all classes for fourth year

For its fourth consecutive year, the senior class captured top honors in the float, pep rally and powderpuff homecoming competitions.
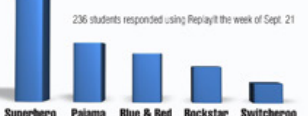
"We never dreamed that we could have a high school shut out winning all three competitions every year," senior class president Lisa Standridge said. "It has been an amazing four years of winning."

Juniors almost upset the seniors in the powderpuff game with a last minute touchdown drive, but fell short 14-13.

"As cheerleaders for the juniors, we just knew that our girls would pull it out in those last seconds, but you have to give it to the seniors. They rocked," junior Matt Young said.

Over 85% of the class participated in the dominating senior class victories as it set a record unprecedented in the 75-year history of the school.

8:17 PM

THE CROWNING

CASSIE ROMANIZ
"For the first time in my life I served on the homecoming court. That in itself was a shocker. Winning was simply not an option, but I did! Who would have imagined that?"

JAIME DEMMICH
"I have served on the royalty court all four years of my high school career and I believe being a cheerleader is one of the reasons. I love the choice this year; Cassie is so deserving."

NANCY CARPENTER
"It was the most nerve-wrecking everything of my life. I knew I was there to represent the junior class, but I just knew I would trip or tall off the car and embarrass my entire family. I lucked out."

PATTI KERRIMER
"Everyone told me I was going to be sophomore maid, but I didn't believe it even when they called my name. I seriously went into shock and refused to call my mom thinking it a mistake."

THERESA MARSHALL
"I transferred from another city so imagine my surprise when I was selected as the freshman maid. I am so happy and it really made me realize what kind friends I have who would help me win."

$4,328.67 Amount the five royal members of court collectively spent on their coronation dresses

SPIRIT WEEK ▶ FRIDAY **17**