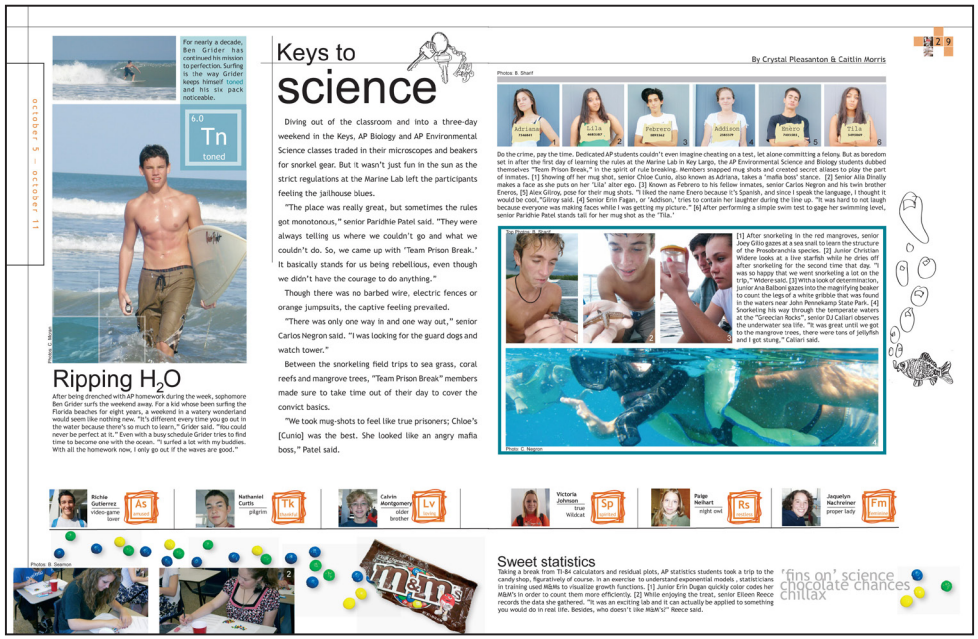
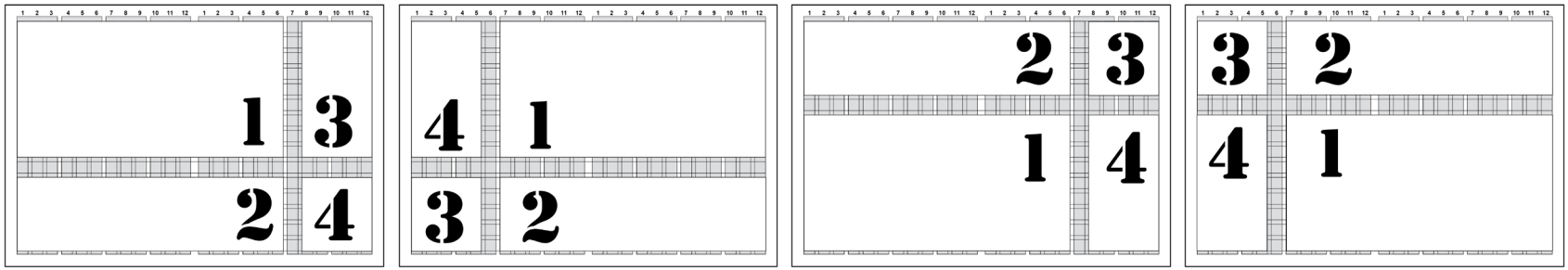
Trends

Suits us to a T

Trademarks create a personality for individual spreads, sections and the entirety of the yearbook publication. In these two examples from **West Shore Jr/Sr High School** in Melbourne, FL, the staff has incorporated a consistent folio, headline design, thematic link and hand-drawn art to establish continuity as well as coverage and content mood. Movement of elements and modular packaging variations create strong visual interest from one spread to another throughout the book.



Templates assist designers in simultaneously creating consistency and visual variety throughout a section as well as the entire yearbook. This modular approach helps shift dominance into one of four quadrants and provides designers a framework from which to creative plan a variety of content for spread storytelling.