

Theme	
1. Easy to understand	4. Uses words and/or graphics to establish & develop theme
2. Unifies book verbally and visually	5. Brief copy explains connection to the year
3. Uses specific details	6. Photos & captions on theme spreads support theme
Cover	Reader Services
<ul style="list-style-type: none"> Yearbook title and year Theme appears visually and verbally School name, city, state, volume number on spine Immediate visual appeal 	<ul style="list-style-type: none"> Table of Contents – early in book Colophon contains publication facts Folio/folio tab – consistent style Index lists all topics from all sections
Endsheets	Title Page/Last Page
<ul style="list-style-type: none"> May be plain If printed, should reflect theme visually/verbally Front works well for table of contents Front can contain opening theme copy Back works well for colophon, staff note Back can contain closing theme copy 	<ul style="list-style-type: none"> Title contains specific school data Last page reflects page one and ends story Photos and captions support link to theme Contains visual and verbal theme elements
Opening/Closing Spreads	Divider Spreads
<ul style="list-style-type: none"> Opening copy links theme to the year Photos and captions link to theme Contains visual and verbal theme elements Closing is usually the same size as opening Closing brings theme story to closure Unique design carries theme into book 	<ul style="list-style-type: none"> Copy links theme to the section Photos and captions link to theme Contains visual and verbal theme elements Design reflects opening/closing but stands alone Consistent design for all dividers
Theme Copy	Theme Photos & Captions
<ul style="list-style-type: none"> Copy contains specific details Theme personality is supported by copy Well-written and technically correct 	<ul style="list-style-type: none"> Photos provide visual support for theme Captions supplement action and support theme

Design	
Basic Design	Graphics
<ul style="list-style-type: none"> A distinctive design plan in each section Consistent inner and outer margins Obvious column/grid plan One clearly dominant element Variety of photo sizes and shapes Strong linkage of two pages to create a spread White space is to the outside or planned inside Tilted photos used sparingly and effectively Avoids faces in the gutter Little use of non-rectangular photos Captions near photo they identify Avoids photos of same size except in secondary Headlines lead into copy Layered photos do not detract from bottom photo 	<ul style="list-style-type: none"> Complement design Used to separate and/or unify Enhance design rather than detract Copy printed over screens is readable Creates a visual personality for the section Color enhances but never overpowers design
	Typography
	<ul style="list-style-type: none"> Typefaces are readable Typefaces are consistent within section Initial letters, leads provide reader entry point Type does not cross the gutter Copy, captions, headlines fit the space allotted Caption size is usually smaller than body copy Overburned captions are used sparingly Overburned type is still readable