

Idea Notebook

We don't just invent the yearbook out of thin air. We look for what professional magazines are doing to entice their readers to read and we copy them. We want to have as many ideas as possible, so we need your work to find them.

Get a 90-page spiral notebook. You will use all of the pages, so don't rip any out. Create a customized cover for your notebook and paste it on the notebook. Make sure it contains the year (to keep these straight in the library). You need to have 15 new ideas/examples each week, so doing a few each day as homework will be a good idea. (If you do 3 each evening, Sunday-Thursday, you'll be done each Friday with as little stress as possible). The entire notebook will have 90 examples in it when you are finished. That means that this entire notebook will be filled in the next 6 weeks. These notebooks will become a library of design ideas the editors can use when developing themes, coverage ideas, and designs for years to come. Neatness and thoroughness counts.

•On the front side of the page, paste the magazine original. Use arrows to point out the elements of the spread or sidebar that caught your attention. Make notes on why those elements were particularly interesting.

•On the back side, change the layout and mock it up as you would like to see it used in a yearbook layout. If it would work particularly well for a certain activity or sport, please note that.

►► Alternative copy treatment ideas

Use these basics to search for ways that magazines are treating alternative copy. These are some, but not all of the ideas designers have had to make their copy more interesting/inviting. Try to find each of these for your notebook, and search for different ideas as well.

►► A, B, C, D caption at right - While many people think it is too much work to send your reader searching for information, catalogue shoppers are so used to it, they may not even notice. Label your photos in a montage and caption them all together in one place. Don't have too many things captioned together in this style, though. It becomes a bit of a chore, even for the catalogue-calloused.

►► Advice Box- As a reader service, you can add information in a suggestion or advice box. Phone numbers of agencies, e-mail addresses, websites, helpful hints, etc. all work in this format.

Bullet Entry Points- If you can't think of something catchy, then use a bullet to break up the text either by paragraph or by topic. At least the reader will feel more comfortable that he/she doesn't have to read the whole thing, but he/she may end up doing so anyway.

Cartoons- Sometimes a cartoon or a picture illustration can get your point across much more easily than words. Get some talented artists to help add visuals and color to your layouts.

►► Charts- Sometimes, the best way to get your point across is with a chart that compares or contrasts certain things. Have similar traits compared in an easy visual way, rather than telling it, show it.

►► Cut out backgrounds with wrapped text- Using a photo and caption combination can really work as long as the caption text is wrapped appropriately and has a good lead-in. Usually, in a sidebar, a headline is also necessary, and maybe even an explanatory paragraph.

►► Dramatic Quotes- If a very powerful quote is given during an interview, highlight it with a photo by putting it in extremely large type (48 pt. or larger) and overprinting or reversing it out from the photo background.

►► Entry Point Sub-headlines- If the story is very long, find ways to break it up with smaller headlines within the text. This