

# YEARBOOK LAYOUT RUBRIC

Student Name: \_\_\_\_\_ Layout \_\_\_\_\_

by Robert Courtemanche robert.courtemanche@galenaparkisd.com

## 1. Draw an Eyeline

- \_\_\_ eyelines always go across (horz.) the entire page
- \_\_\_ try not to place the eyeline in the same place each time

## 2. Place the Dominant Photo

- \_\_\_ placed near the middle, do not cross the gutter
- \_\_\_ may be vertical or horizontal
- \_\_\_ ALL photos must fit the grid both vert. & horz.
- \_\_\_ must be twice as big as any other photo

## 3. Add More Photos

- \_\_\_ 7 to 11 additional photos per spread
- \_\_\_ start in the center and work out
- \_\_\_ ALL photos must fit the grid both vert. & horz.
- \_\_\_ every element must "touch" at least one other element
- \_\_\_ no posed pictures
- \_\_\_ don't cross the gutter
- \_\_\_ photos should be a variety of shapes and sizes
- \_\_\_ photos should define external margins
- \_\_\_ at least one element should touch each external margin
- \_\_\_ one photo should "bleed" off the page
- \_\_\_ photos should not "look" off the page

## 4. Place the Headline, Copy Block AND Side-bar

- \_\_\_ remember to keep all elements 1 pica apart
- \_\_\_ text must form a unit with headline
- \_\_\_ ALL copy blocks must fit the grid both vert. & horz.
- \_\_\_ copy should be outside of photos
- \_\_\_ every headline must have a secondary headline
- \_\_\_ all text is set in correct style for this section

## 5. Captions

- \_\_\_ must "touch" the photo it is for
- \_\_\_ place captions outside photos
- \_\_\_ ALL copy blocks must fit the grid both vert. & horz.
- \_\_\_ every photo gets a caption
- \_\_\_ captions are not between photos
- \_\_\_ don't stack more than two captions
- \_\_\_ all captions are set in correct style for this section

## 6. Add Graphic Elements

- \_\_\_ all graphics should be tied to the subject, theme or side-bar
- \_\_\_ ALL graphic elements must fit the grid both vert. & horz.
- \_\_\_ all elements are set in correct style for this section

## 7. White Space

- \_\_\_ white space should be to the outside of the layout
- \_\_\_ white space can be "planned" such as a rail, etc.
- \_\_\_ ALL planned white space must fit the grid both vert. & horz.

\_\_\_ x 3 points for each one done correctly = \_\_\_\_\_ grade