



## Yearbook Design Information

To help your school plan and produce the best Yearbook to date, we're asking you a few questions about how you would like your yearbook's design to look and feel this year. Your answers help us get off to a great start towards achieving your desired design. Please find below some background information to help you answer the design brief questions.

Let's get the ball rolling!

### 1. Audience

In the main, who are we designing your yearbook for?

#### **Students**

Some schools design their yearbook so that it really connects with their students and is orientated towards youth interests and trends. The design selected will appeal to the school's younger audience.

#### **Wider school community**

A number of schools like their yearbook to profile their school brand and to have wide appeal throughout their school community. The yearbook may be used as a promotional tool and may need to leverage the school's colours and brand guidelines.

### 2. Theme

Does your school have a cover and interior page design theme planned for your yearbook? Themes may include:

- A unique aspect of your school's character and location or heritage
- A celebration of a school success this year
- A chance to showcase a school event
- A chance to showcase student work or a school project theme/focus

### 3. Design

Keeping in mind your answers to Question 1 and 2, do you have a preferred design style for your yearbook? For design ideas, visit Pinterest and see examples in the questionnaire.

### 4. Colours

The use of colour in your yearbook aids the theme and style of your publication. Visit [pantone.com](http://pantone.com) and [pinterest](https://www.pinterest.com) for colour palette ideas and see examples in the questionnaire. Please consider the following:

- Cool colours recede, warm colours advance. Yellow says energetic, colourful, cheerful and positivity. Blue says trusted, secure, reliable. Black says classic, bold, serious. White conveys innocence, simple, clean, sterile.
- Do you want to leverage your school's colours throughout the yearbook?
- Do you want to use a broad range of colour options?
- Do you want to keep your yearbook colours limited colour range e.g. no more than 6 colours?
- Do you prefer bright colours, pastels or a variation thereof?
- Do you wish to break up your yearbook sections with different colours?

#### **5. Typography**

Font styles have a big impact on the look and feel of your yearbook. Do you have a preference for the fonts used in your yearbook? For ideas, visit [Typewolf.com](http://Typewolf.com) or [FontSquirrel](http://FontSquirrel.com) or see examples in the questionnaire. You may want to consider a different font for headings to that used in body text.

#### **6. Other information/inclusions**

Be sure to let us know should know about that may impact the design of your yearbook? Please let us know any other special requirements, ideas or preferences.

Thank you for taking the time to complete the design questionnaire. We look forward to presenting you with your yearbook design concepts.