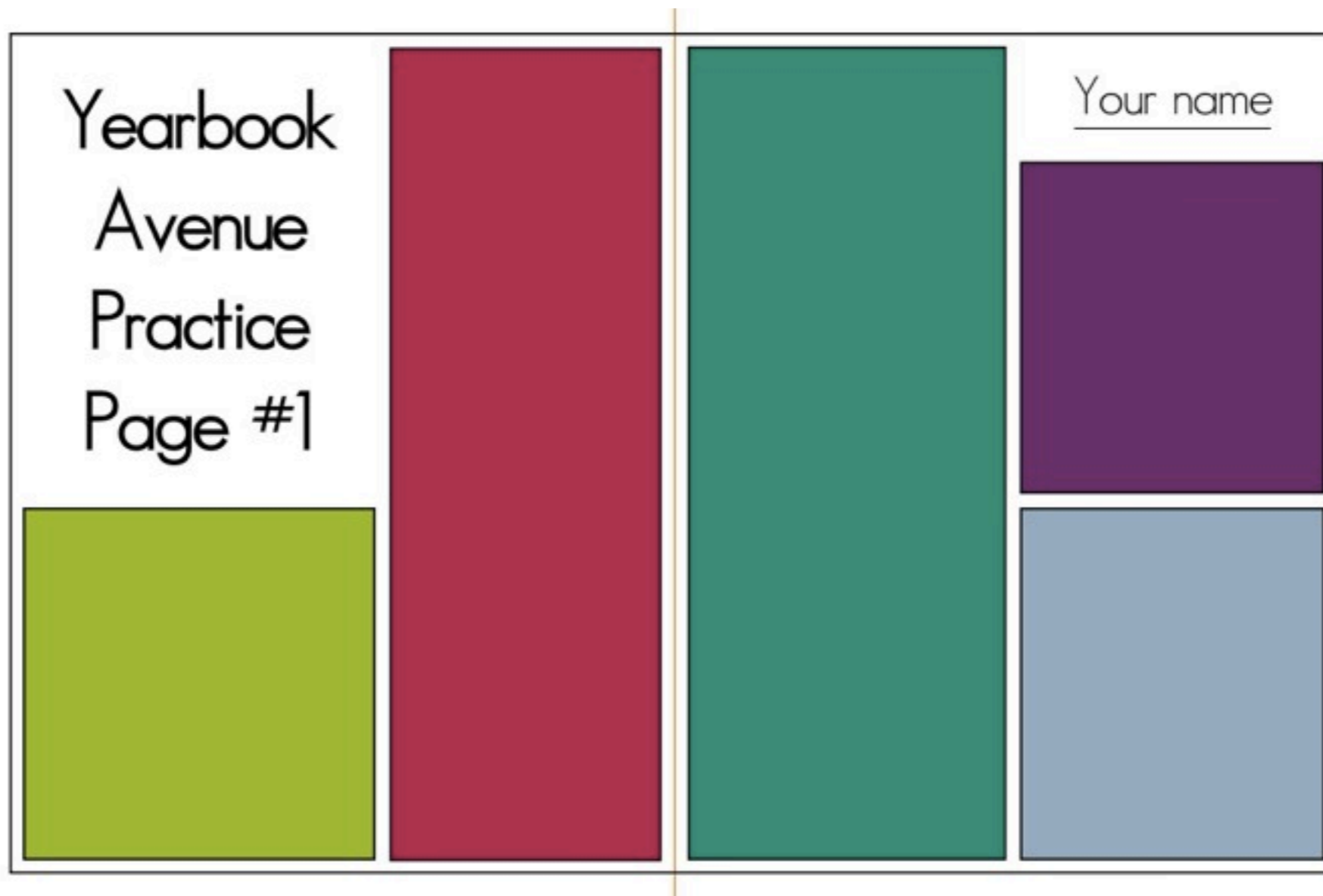


Yearbook Avenue

PROJECT 01



Jostens Yearbook Avenue: x
yearbookavenue.com

jostens Yearbook Avenue®

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SIGN IN


Year:

Job Number:

Login:

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Contact: yearbookavenue@Jostens.com | Technical Support: (800) 328-2435 USA or (800) 665-7597 Canada
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yearbookavenue.com
Job Number: 08103
**Login: (first initial of your first name,
followed by your last name)**
Password: norwalk1

BUILDING A PAGE



Page Designer

Page Ladder

Page Mover

Image Library

Panel Pages

Index Flow

Coverage Report

Survey

Look Book v10 001-0! [Tour Yearbook Avenue](#)

Yearbooks

Ads

Excellence

Sales Goal = 0 Sold = 0



Enrollment = 1496 [Edit](#)



Student Coverage [View Report](#)

Enrollment = 1496 [Edit](#)



Upcoming Events [View Calendar](#)

11/01 [First deposit due](#)

03/01 [Second deposit due](#)

Messages [View](#) [View Page Notes](#)

ReplayIt Site scheduled to rollover July 1st.

New! A new optional feature is available for you and your staff



Gallery



Status



Sales



Images



Staff

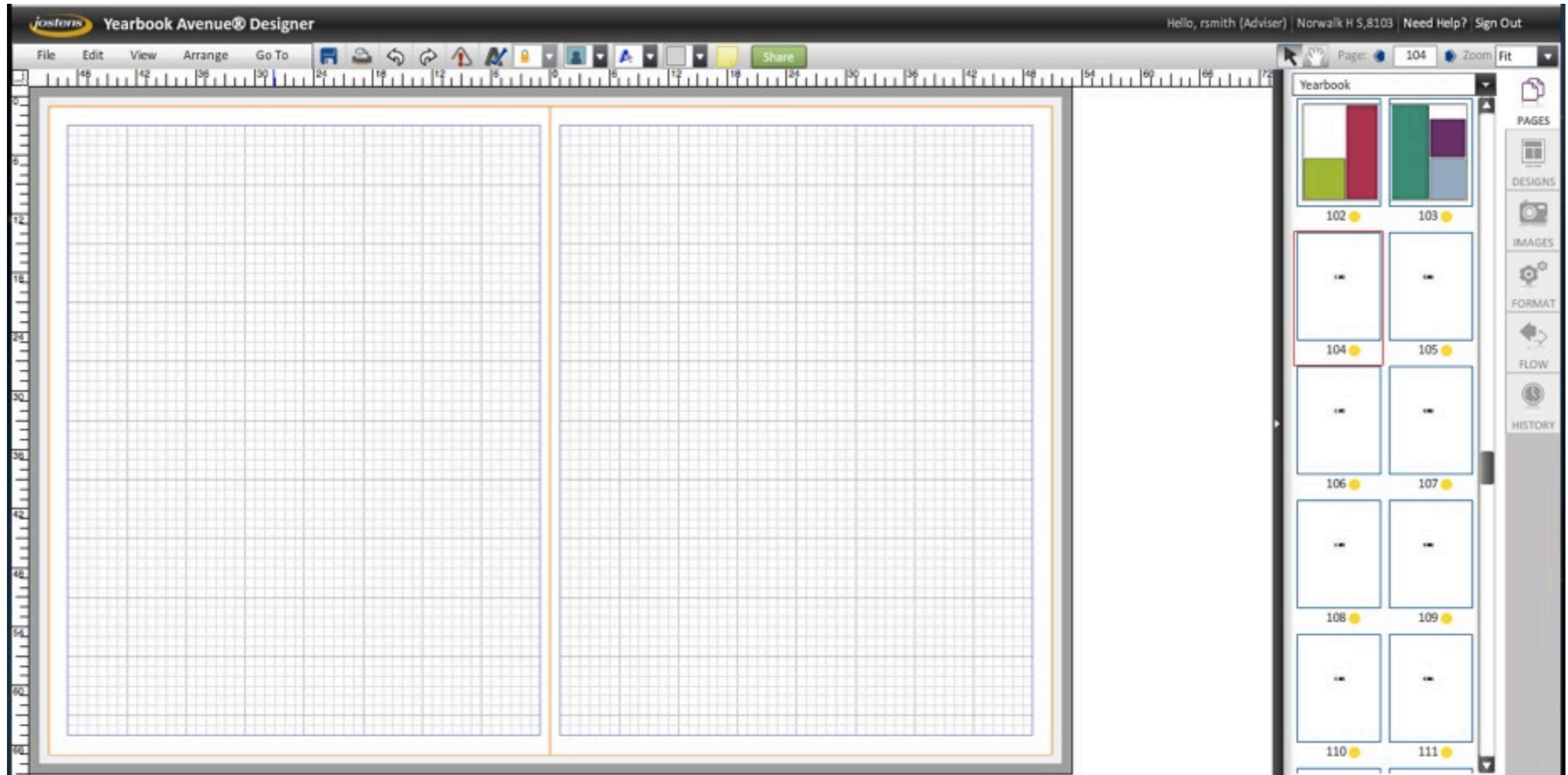


Preview

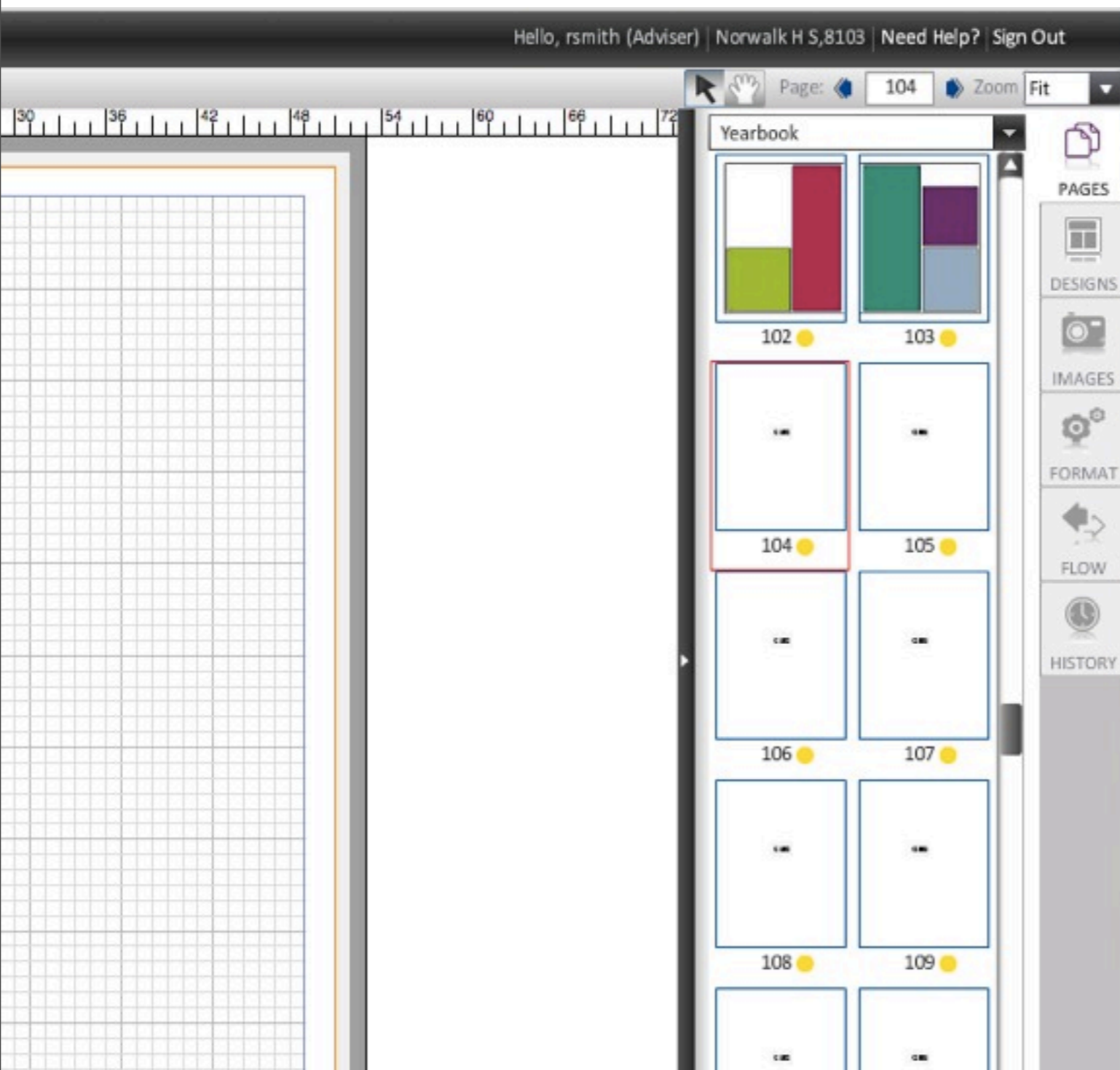


Training

PAGE DESIGNER



FIND YOUR PAGE



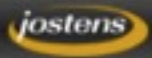
- Click on the PAGES tab to bring up a thumbnail view of the ladder.
- Click on your assigned spread.

PERIOD TK

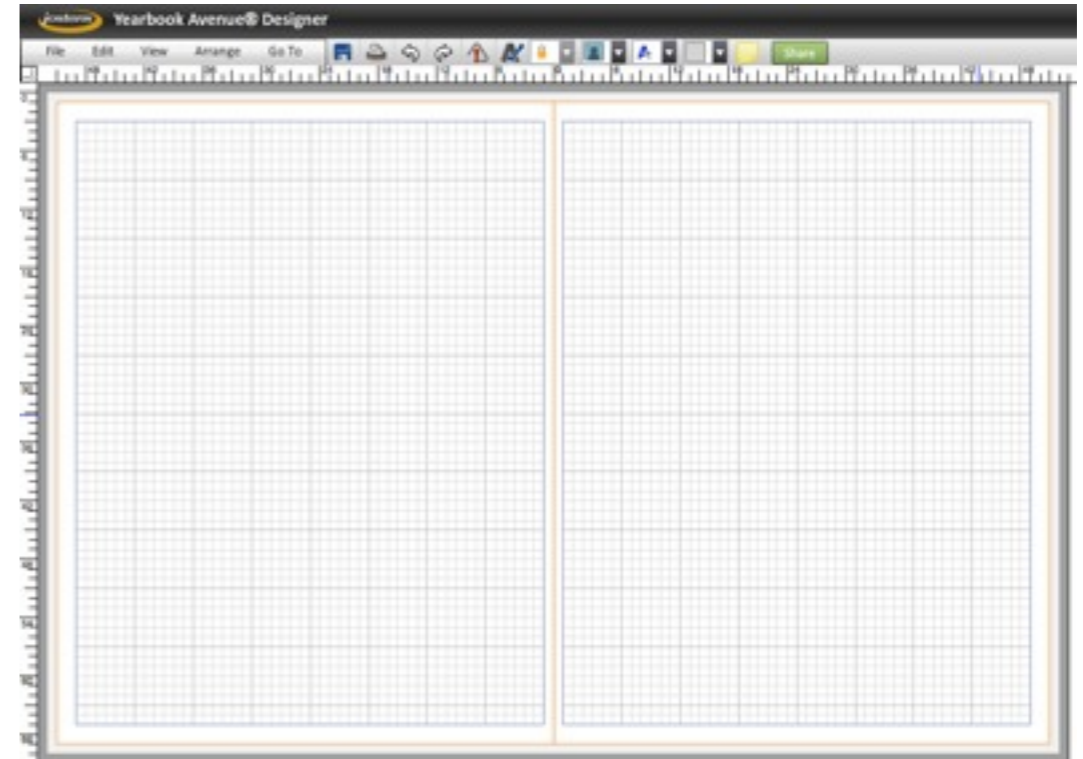
- STUDENT TK - pages TK-TK
- STUDENT TK - pages TK-TK
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- STUDENT TK - pages TK-TK

THE WORKSPACE



What is Yearbook Avenue?

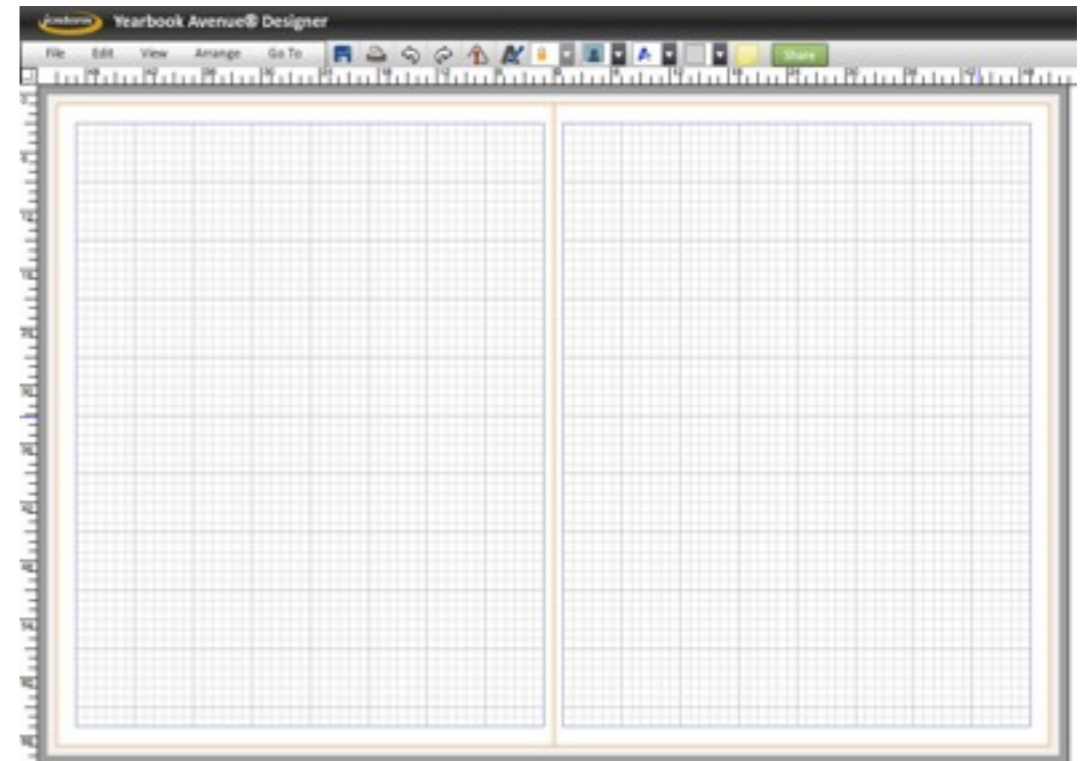


A simplified desktop-publishing platform, based on professional software such as Adobe InDesign



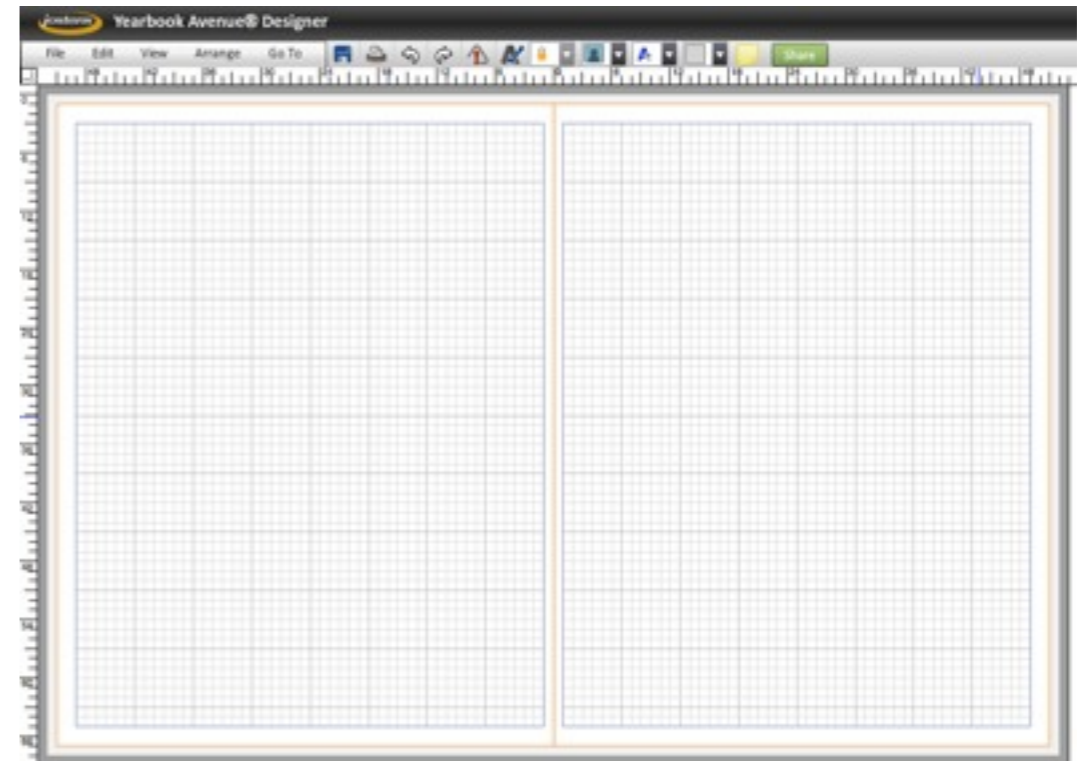
Pre-computer print layout

Desktop-publishing programs retain some old-fashioned printing practices.



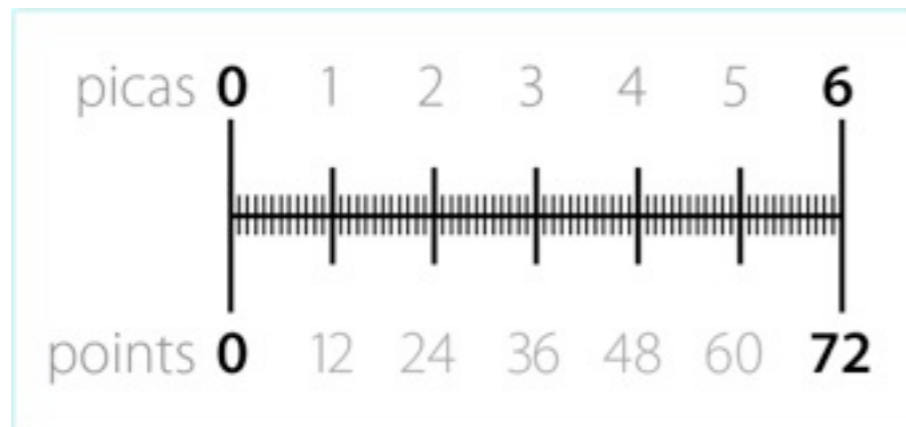
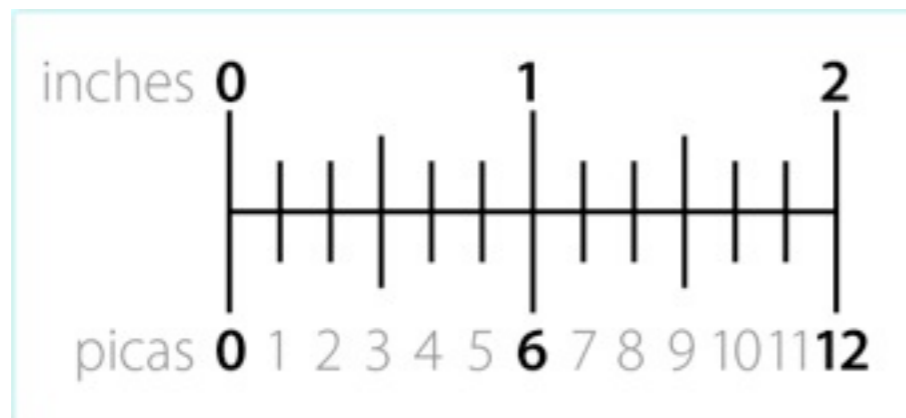
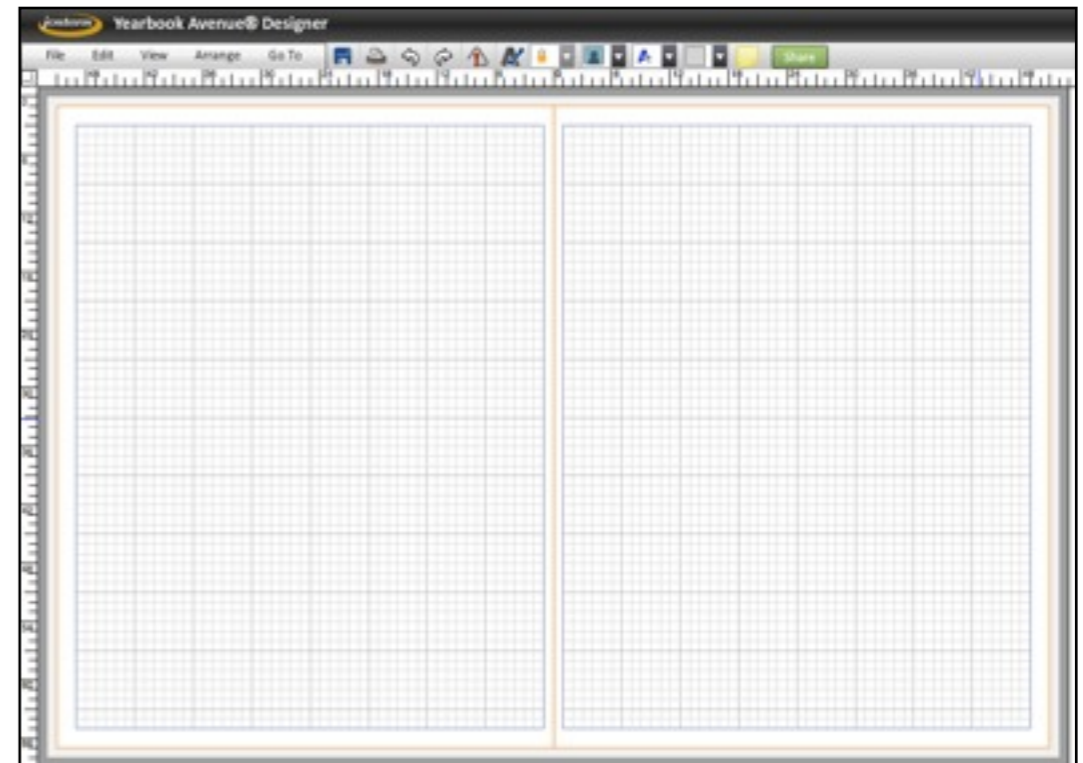
Pre-computer print layout

Desktop-publishing programs retain some old-fashioned printing practices.



Picas and points

The units of measurement are picas and points.



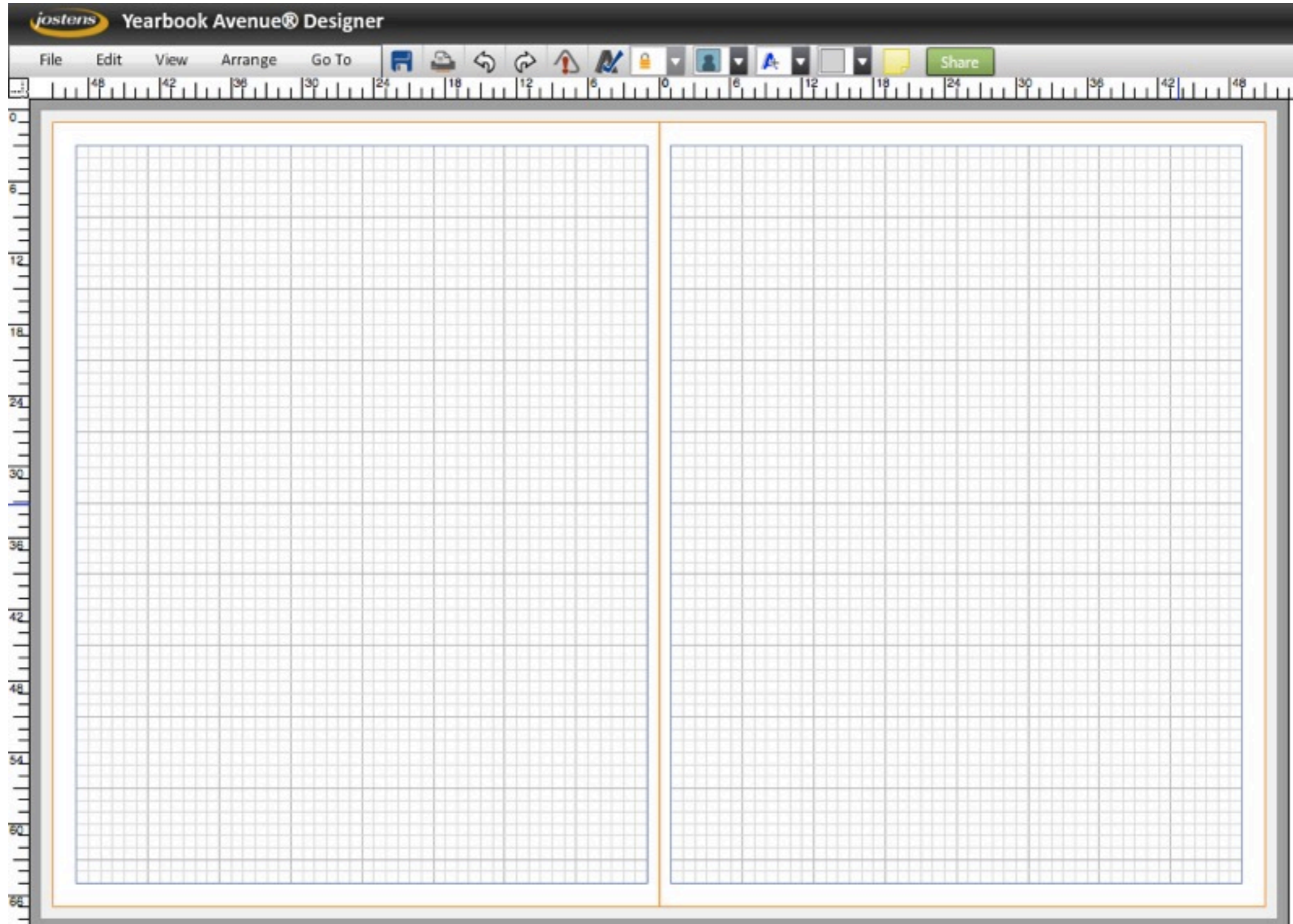
POINTS & PICAS

1 inch = 72 points

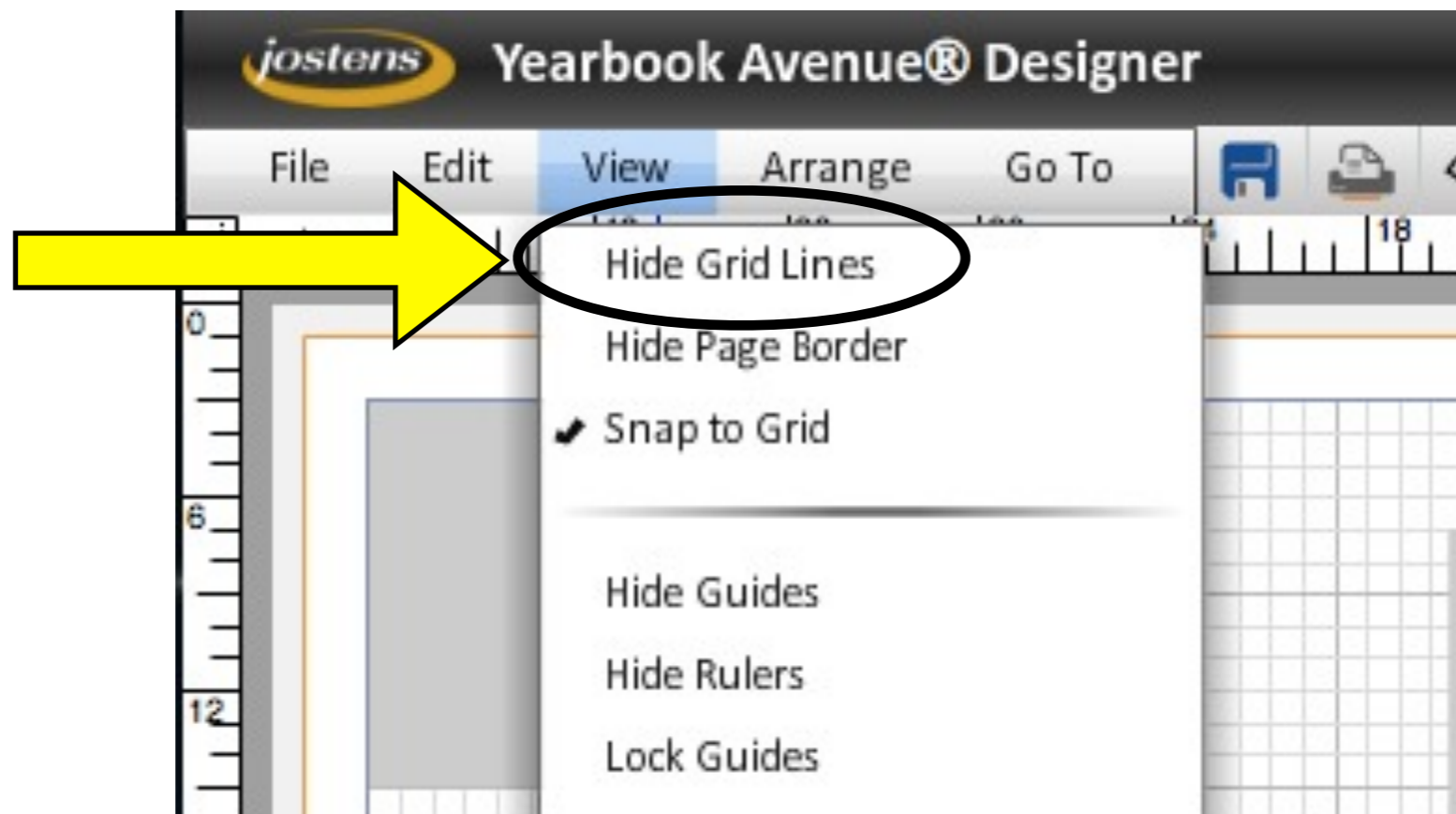
1 inch = 6 picas

1 pica = 12 points

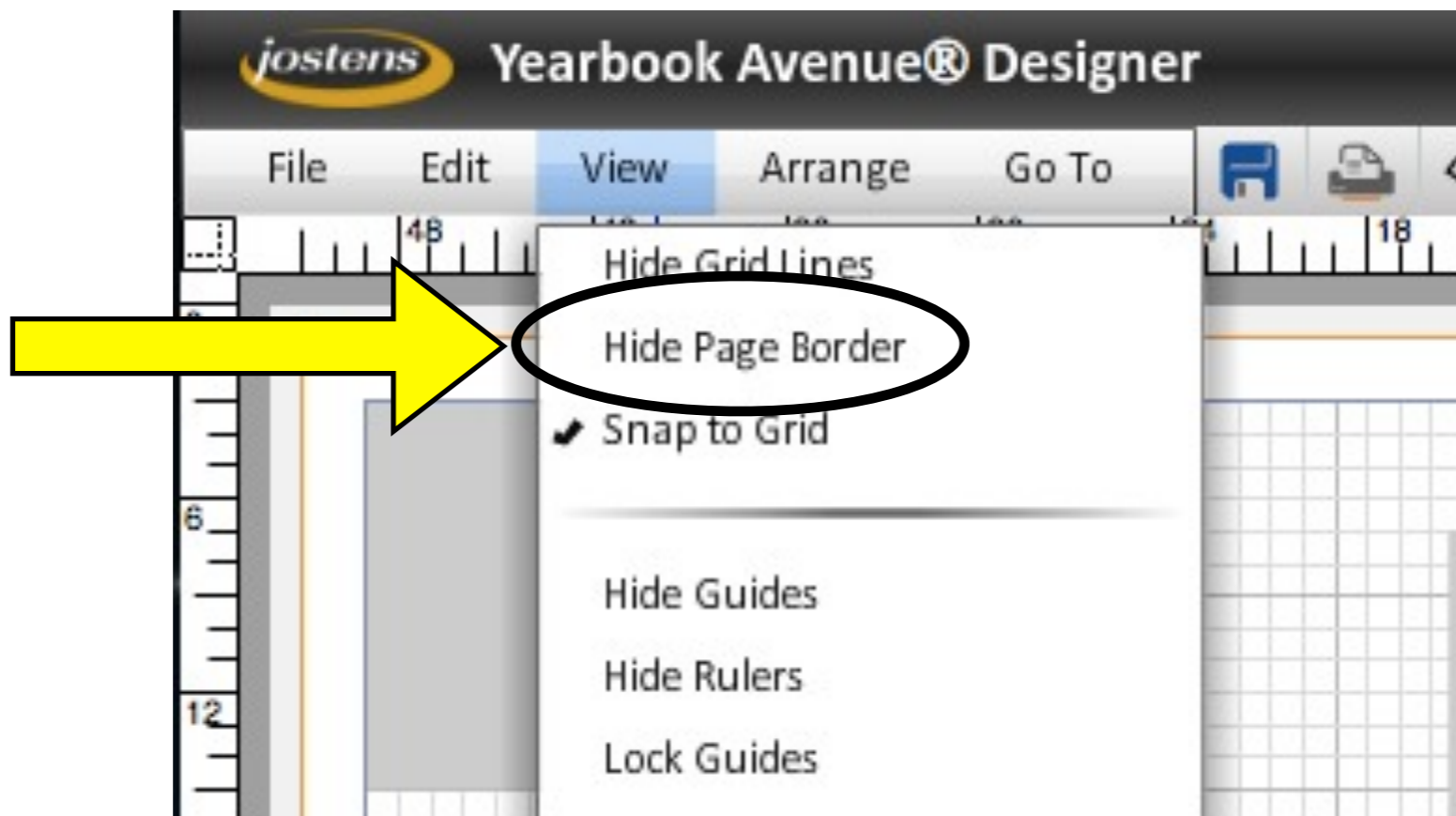
THE GRID



THE GRID



THE GRID



2013 YEARBOOK

PAGES 18-19

jostens Yearbook Avenue® Designer

File Edit View Arrange Go To [Icons] Share

48 42 36 30 24 18 12 6 0 6 12 18 24 30 36 42 48

YEAR IN REVIEW

MR. COUTURE'S CATAPULT PROJECT

JANUARY

THE FILMMAKERS

More than a dozen students showed their movies at the Documentary Film Festival this year. Look to see it: **Yareen Gaddy** and **Olivia Kromak** made *The Thin Blue*, an exploration of bipolar disorder that won both the "Best Film" and "People's Choice" awards at the festival. **Sergio Mendizola** directed *Creating Out*, about a friend's experience telling his parents that he was gay. **Jade Mairoux** and **Jenna Tinsme** worked with Sergio Mendizola to make *The Lonely One*, about a cancer survivor. **Ryan Page** directed *Stones*, about a student's love.

WHAT'S TRENDING THIS WINTER?

TOMMY HILLY
#TOMMYHILLY_22

I just need a pair of Good shoes to set my winter game apart from everyone else.

SOLANCA BARRON
#SOLANCA_BARRON

The fact that I can get ready, I'll be ready, and I'll be ready out the last a day!

Alexandra Basso
#ALEXANDRA_BASSO

I got my glasses, but a thing that I like is my respect for my friends and family.

Grace Chan
#GRACE_CHAN

Wanting to buy all these things, but having no money!

Gianna's Hair
#GIANNA'S_HAIR

How many do you wish a platinum? Or grey?!

AT THE MET

A BUSY FULL OF NEWYORKERS spent the day at NYC's Metropolitan Museum of Art in mid-January, experiencing works both ancient and contemporary, including an exciting concert where sculptures by the British sculptor Auguste Rodin (bottom right). TOP ROW: Solange Palms, Jade Lippert, Marlene Rowland, Rachel Walsh. BOTTOM ROW: Jennifer Duarte, Linah Hernandez, Natalia Delfino, Kate Cusick.

18 • Yearbook Avenue

#WORKATJOSTENS • 19

MARGINS

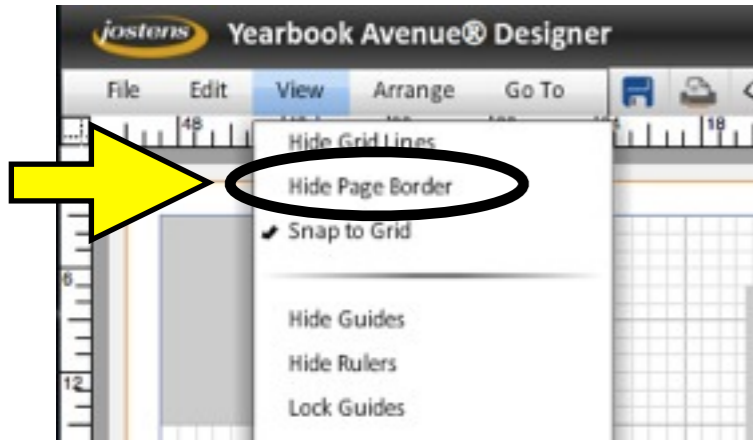
Publishing & printing vocab:
The **margins** — top, bottom, and either side — is that usually empty space between the trim (where the page is cut) and the live printing area (primary text and graphics) of the page.

blue line: what Yearbook Avenue calls the "Page Border"

orange line: actual page border

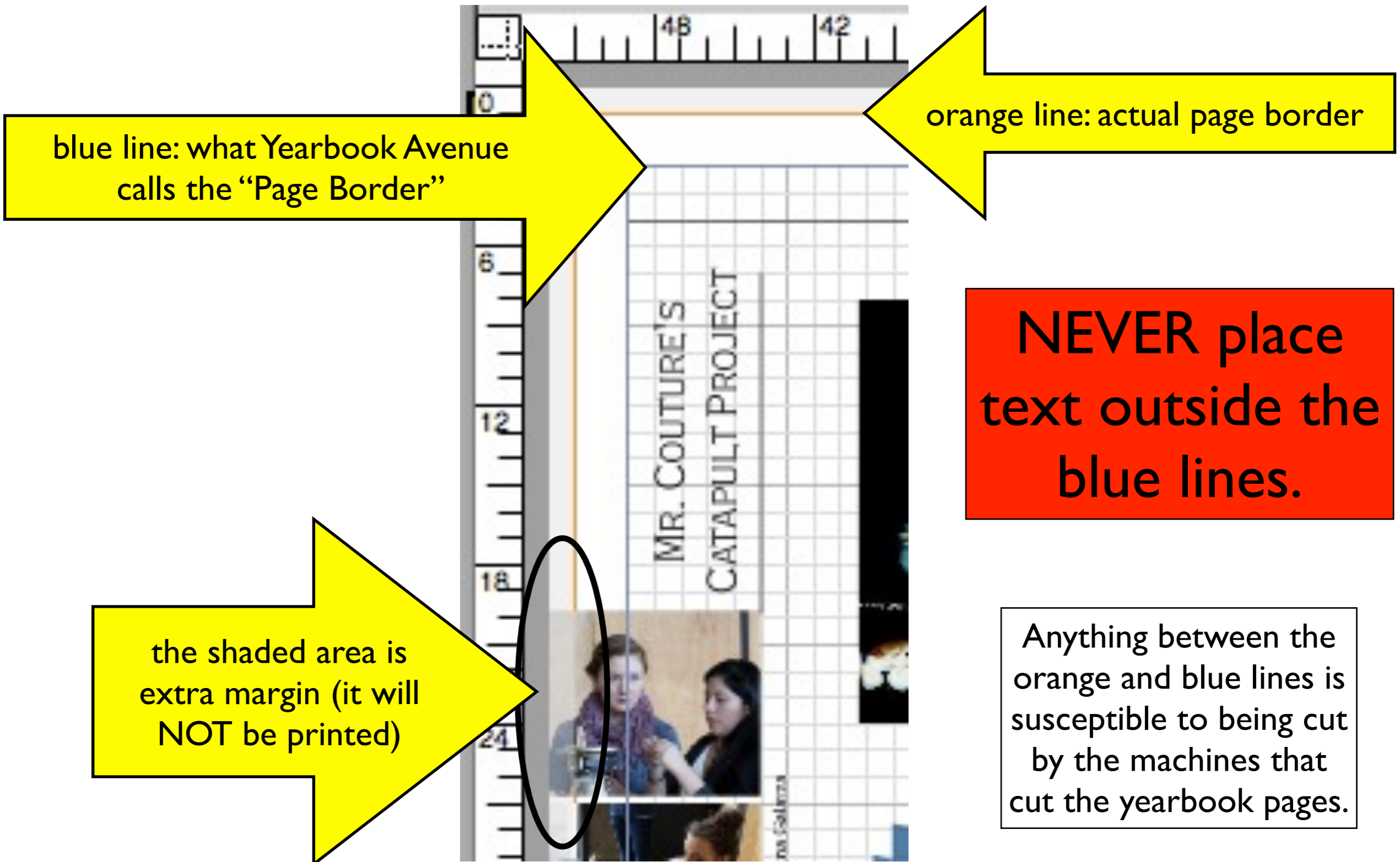
NEVER place text outside the blue lines.

Anything between the orange and blue lines is susceptible to being cut by the machines that cut the yearbook pages.



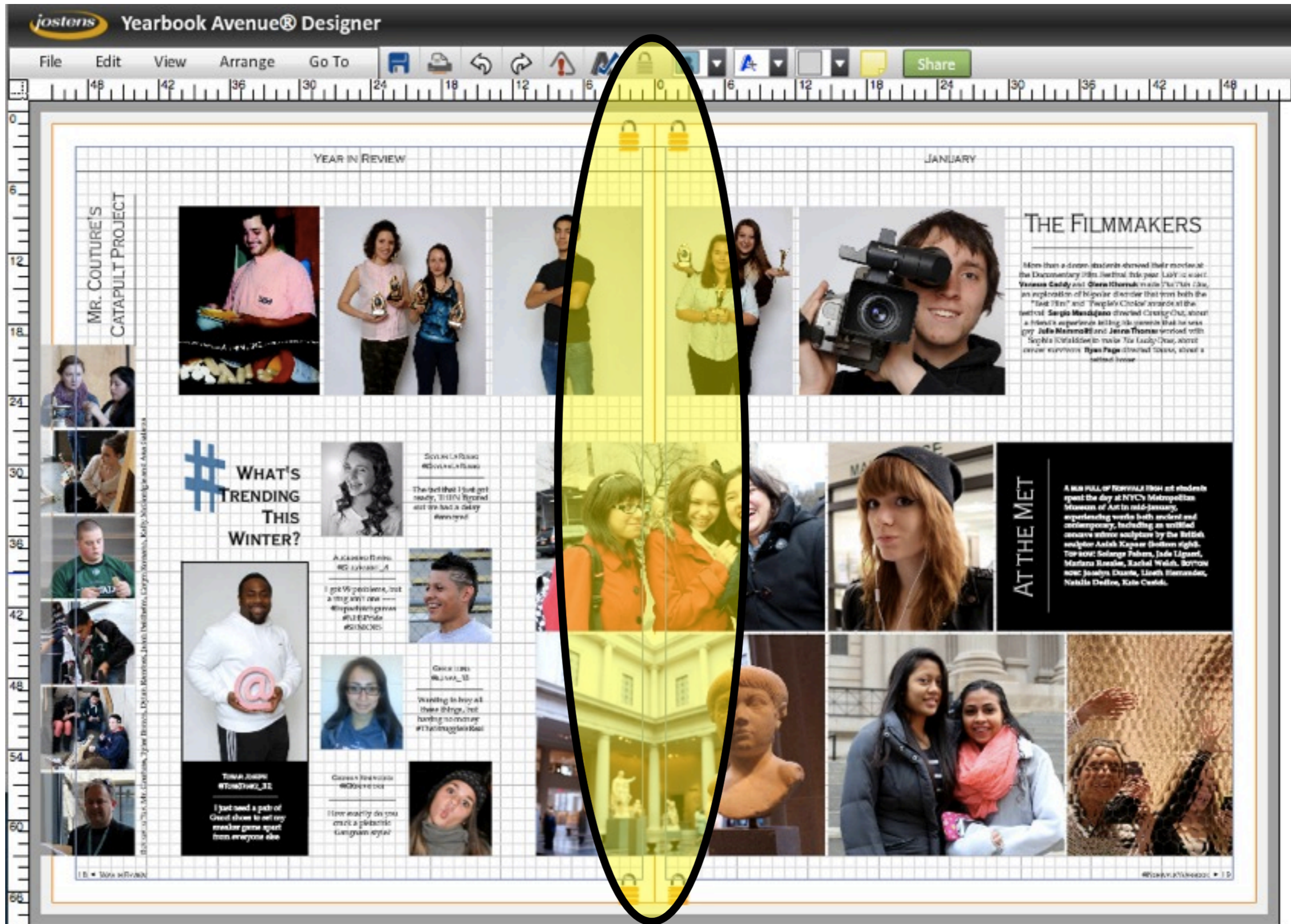
MARGINS

Publishing & printing vocab:
The **margins** — top, bottom, and either side — is that usually empty space between the trim (where the page is cut) and the live printing area (primary text and graphics) of the page.

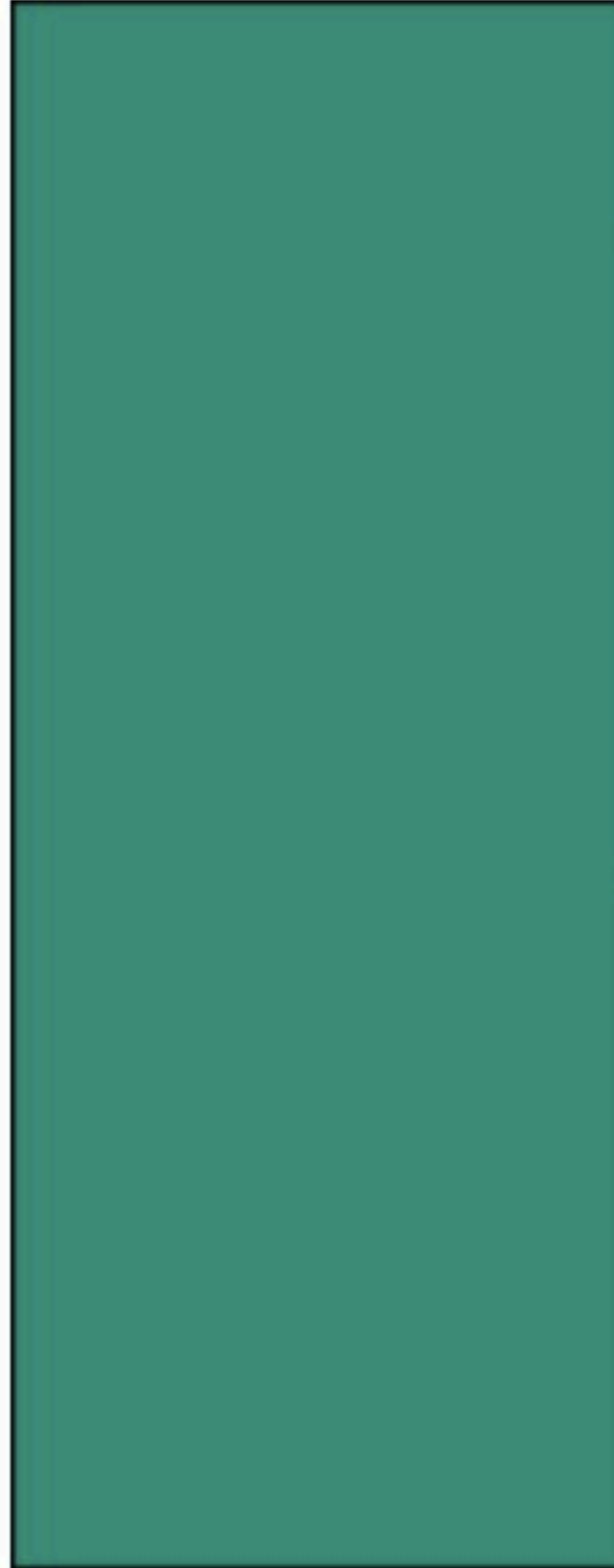
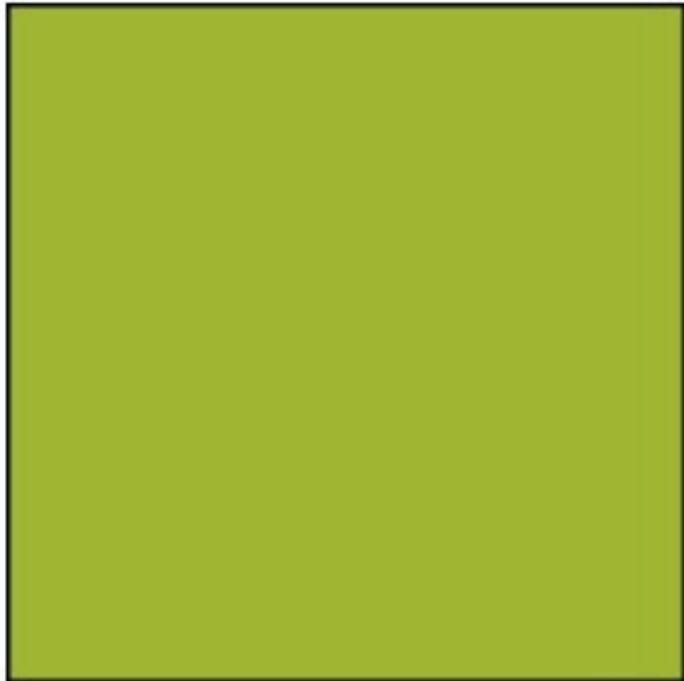


GUTTER

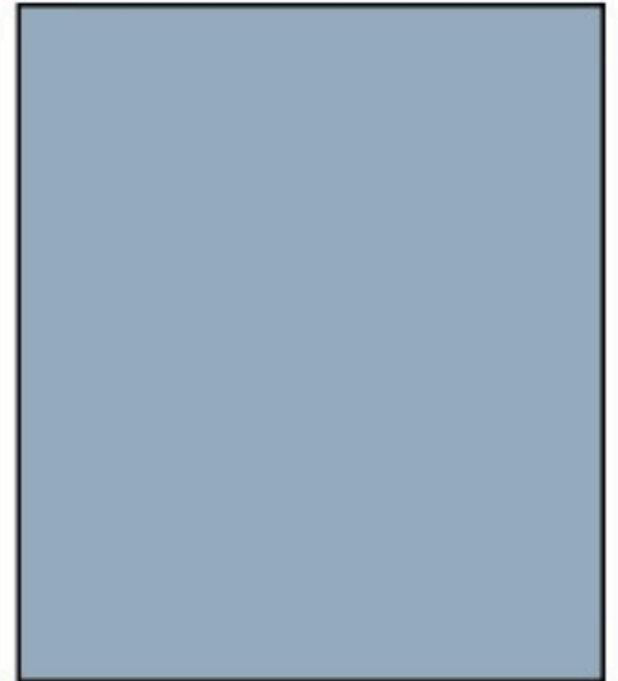
Publishing & printing vocab:
The inside margins between
two facing pages is the **gutter**.



Yearbook
Avenue
Practice
Page #1

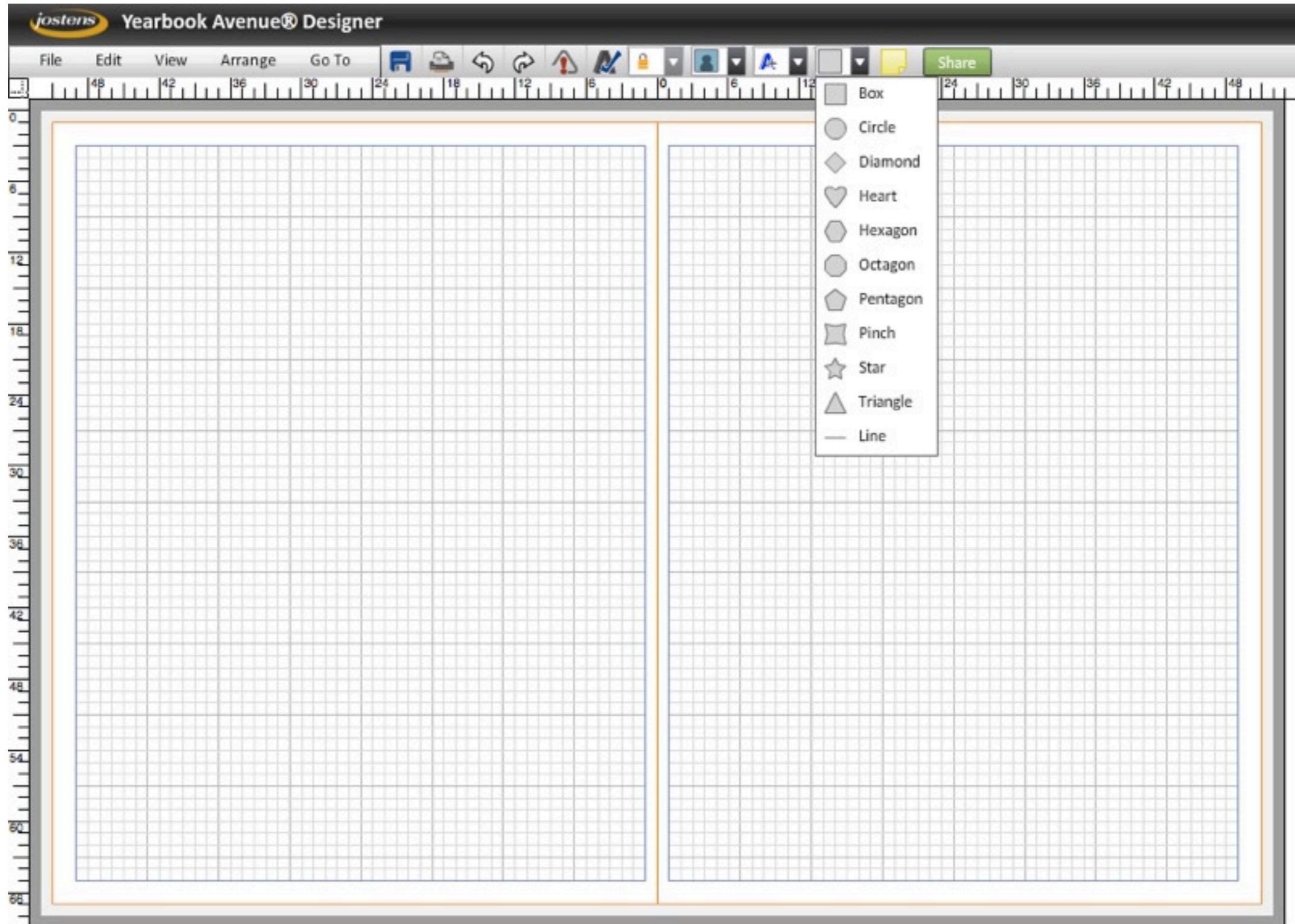


Your name

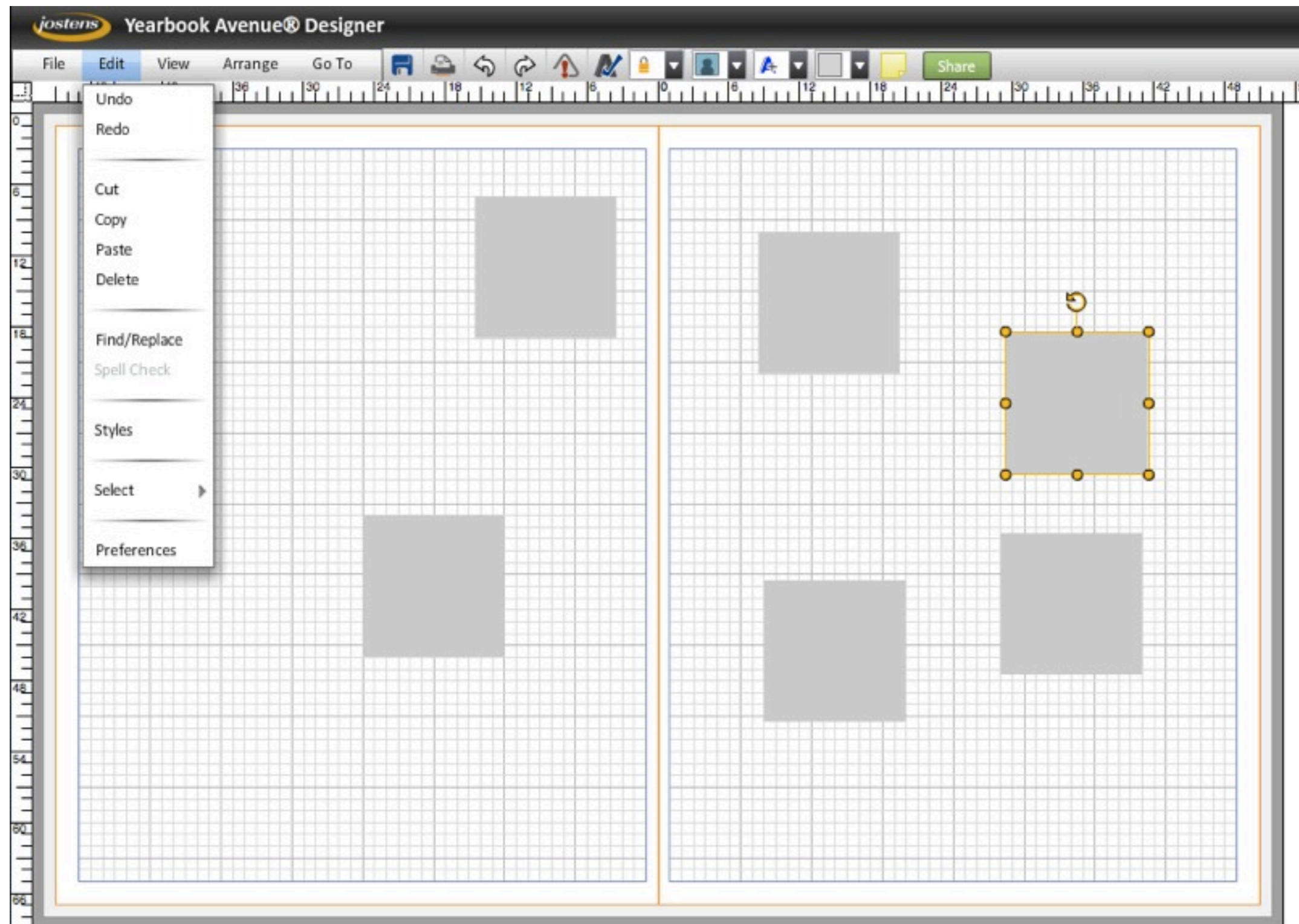


SHAPES

• Create a box



- **Copy box and paste five times (so you have six total)**



COORDINATES →

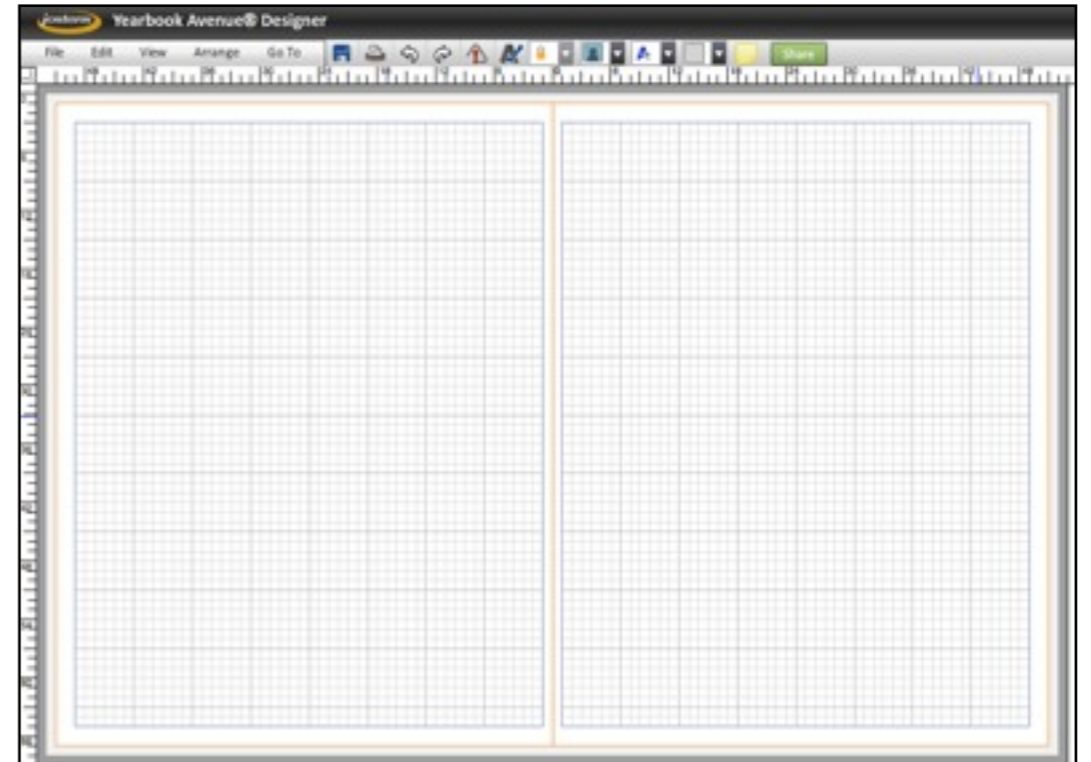
X:	-49p0	Y:	3p0	◁	0°
W:	12p0	H:	12p0		

The screenshot shows the Jostens Yearbook Avenue Designer interface. The main workspace is a grid with several gray squares. A yellow arrow points from the main workspace to a zoomed-in view of the coordinate and dimension fields in the bottom right corner. The fields show X: -49p0, Y: 3p0, W: 12p0, H: 12p0, and a rotation angle of 0°.

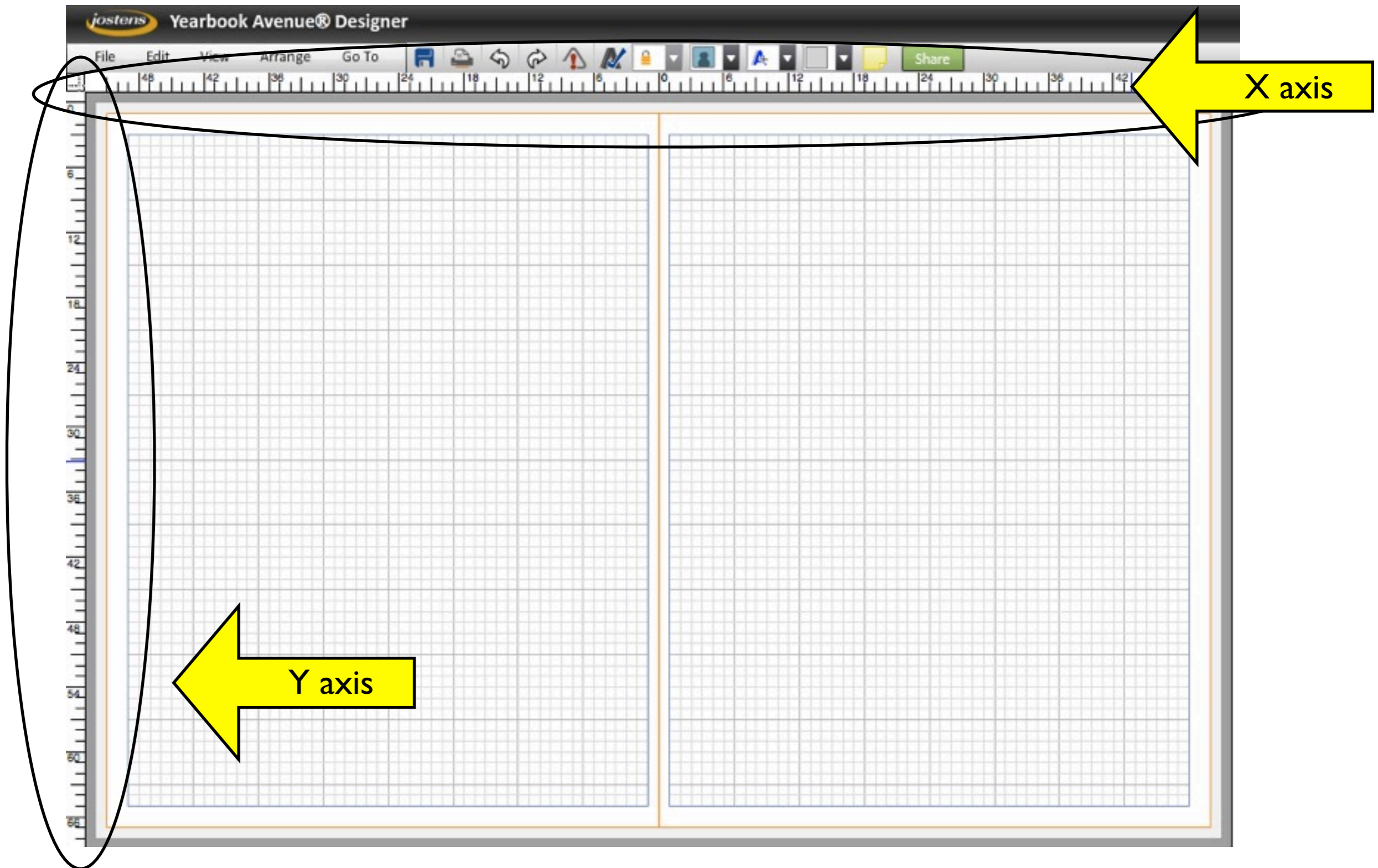
X:	-49p0	Y:	3p0	◁	0°
W:	12p0	H:	12p0		

Coordinates

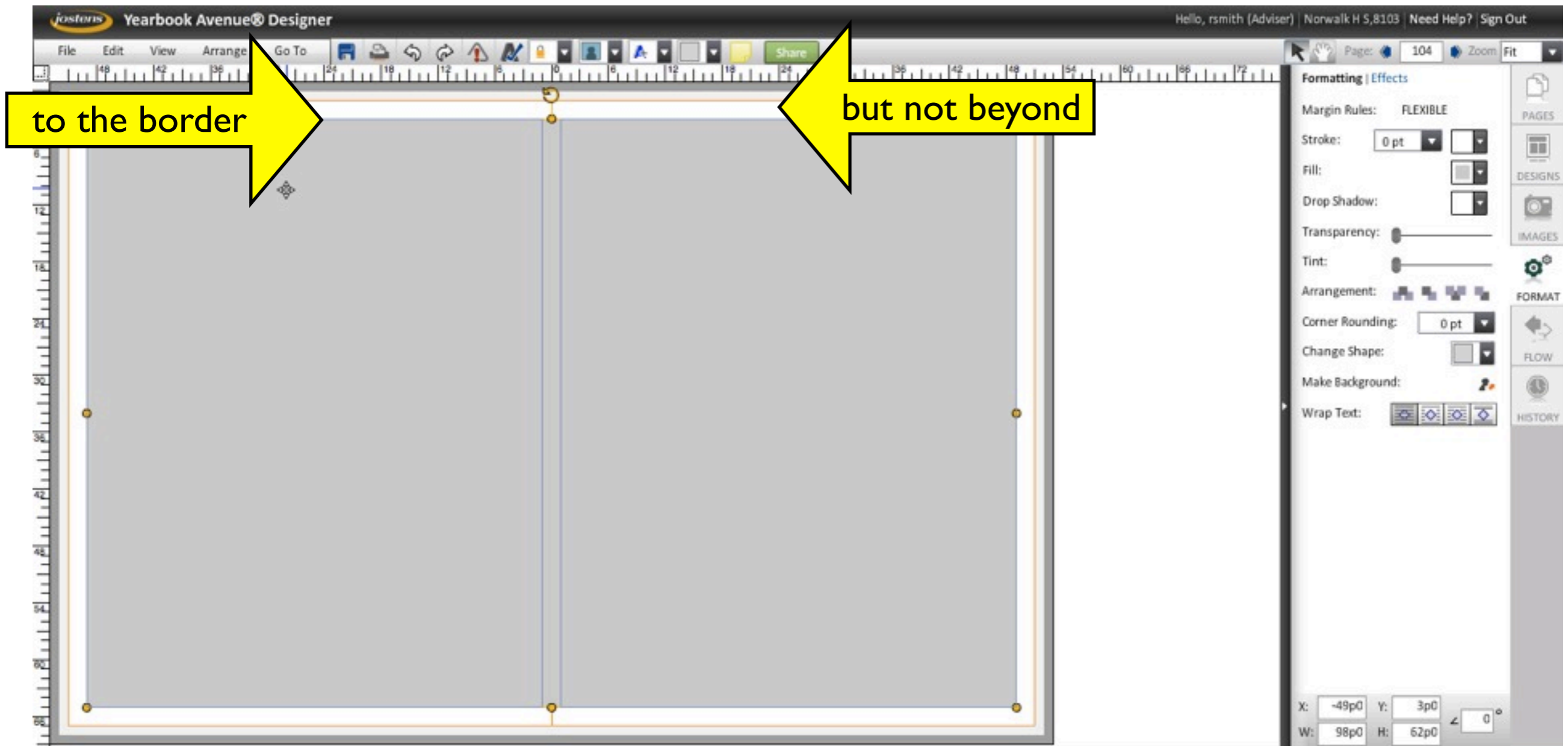
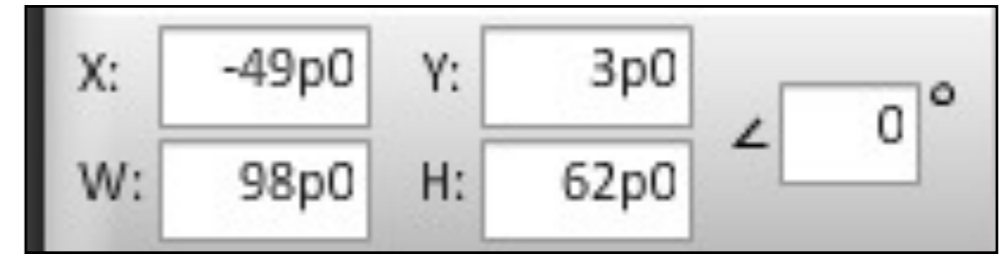
- measured in picas and points
- X axis — where the item is from side to side
- Y axis — where the item is up and down
- W: width
- H: height
- you can also change the rotation



RULERS

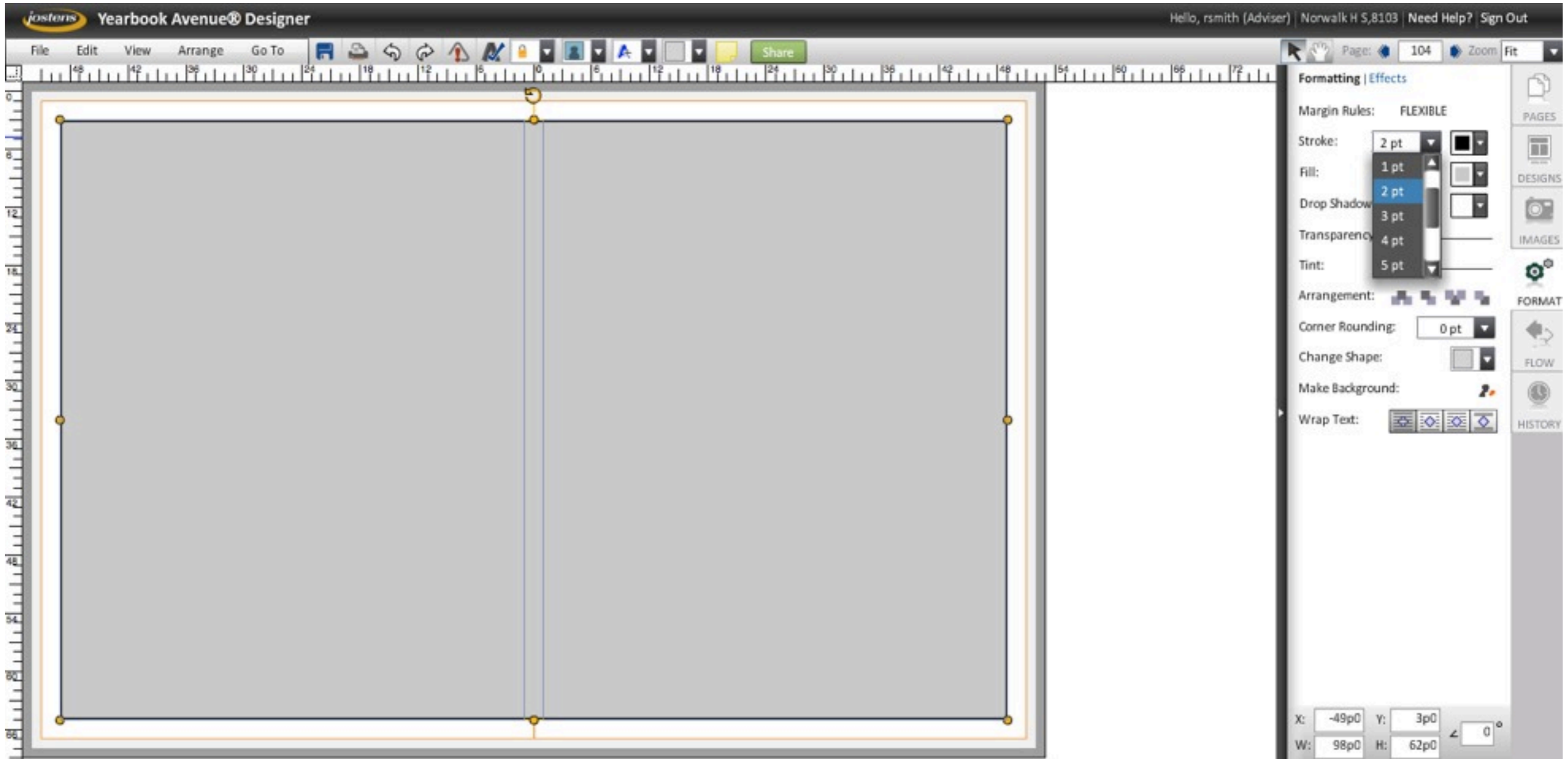


- **Expand the box to fill the page from border to border (but not beyond)**



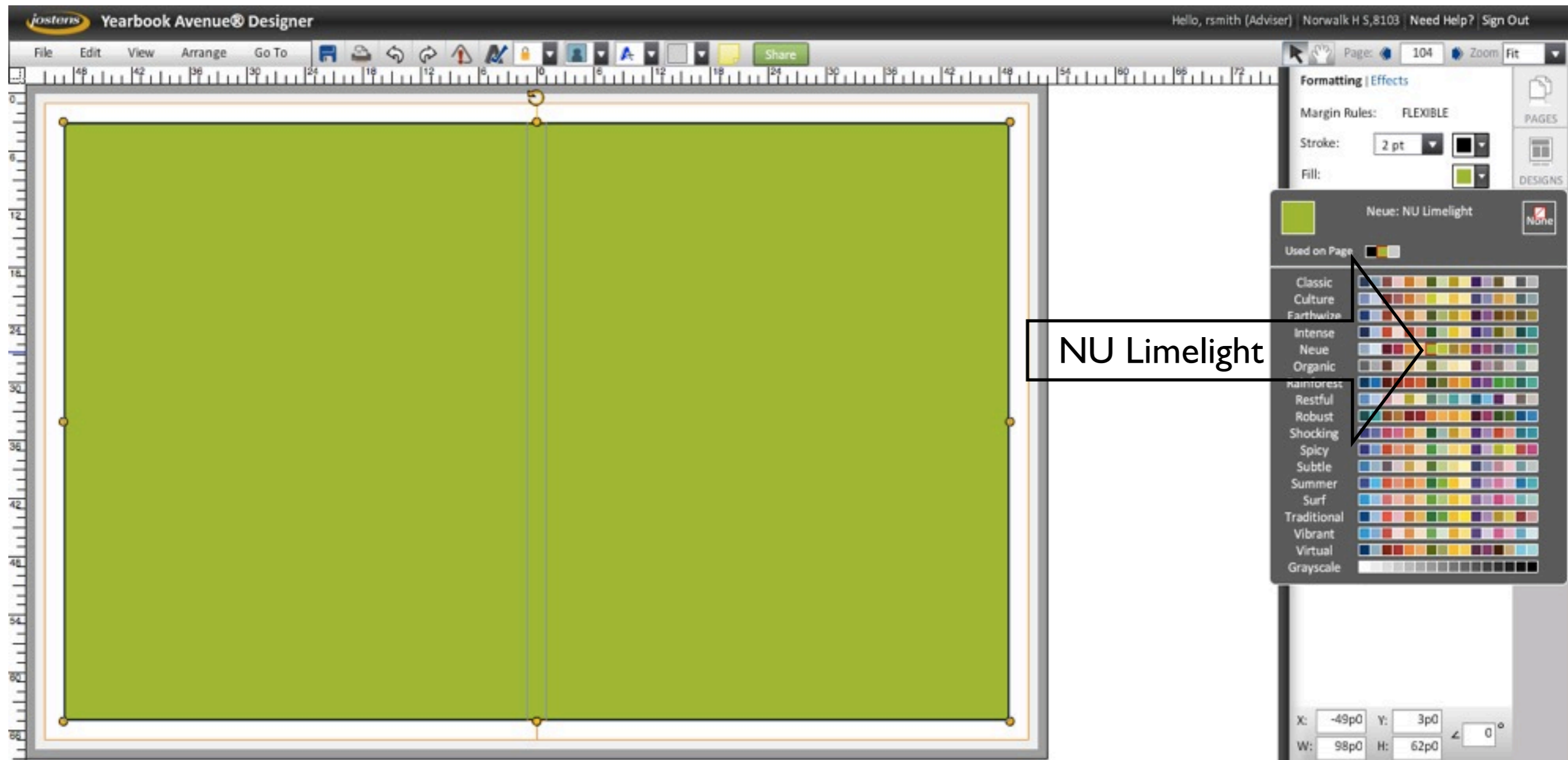
- **Make a 2-point border around the box using the “Stroke” command under the “Format” tab**

Publishing & printing vocab:
“stroke” = border



- **Change the box's fill color, also under the "Format" tab**

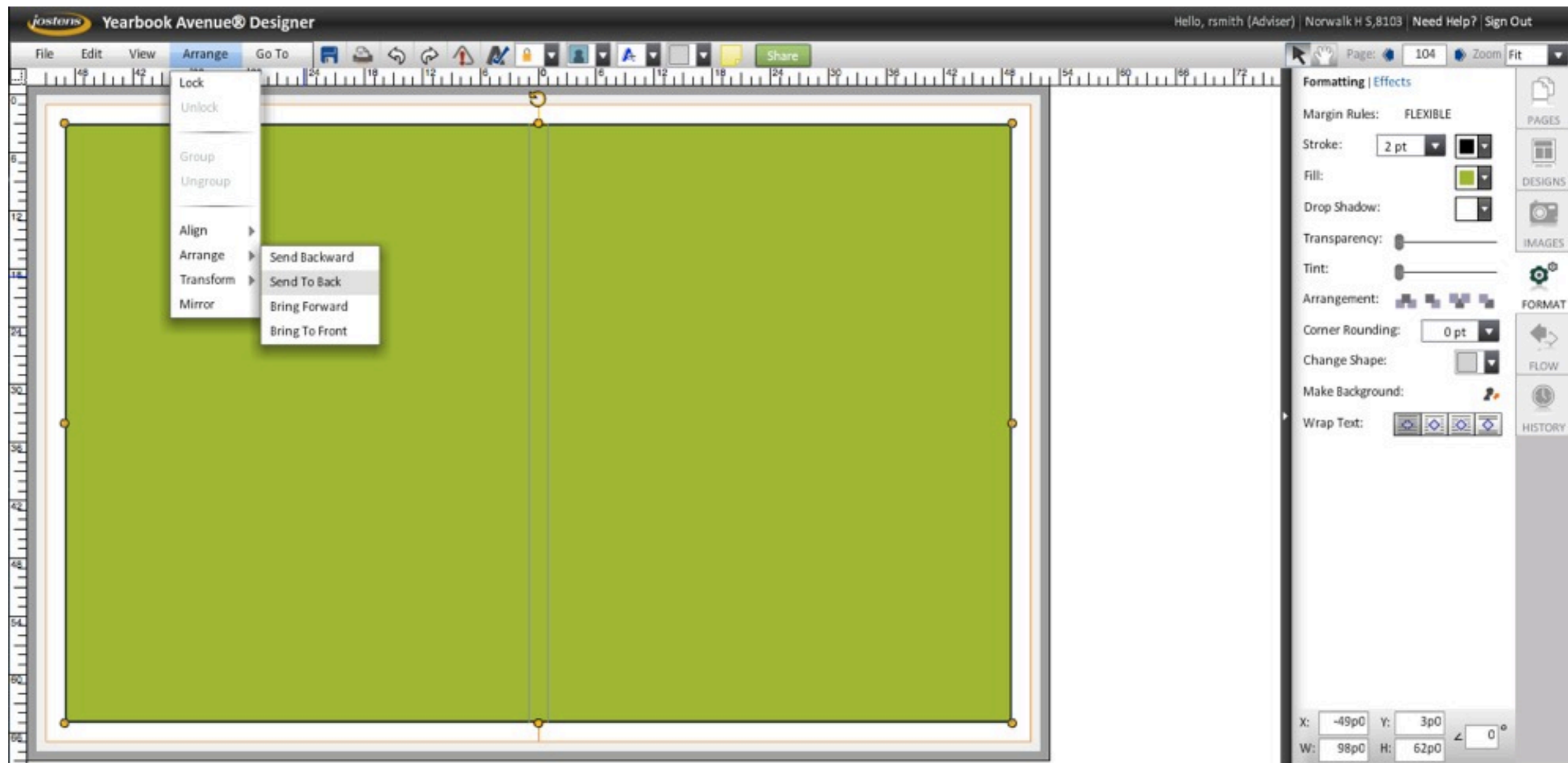
Yearbook Avenue offers 17 pre-loaded color palettes. We will use the Neue palette for the 2014 yearbook.



- **Move the big box to the back.**

Layering is a very important concept in desktop-publishing. At the moment, we have two layers in this layout:

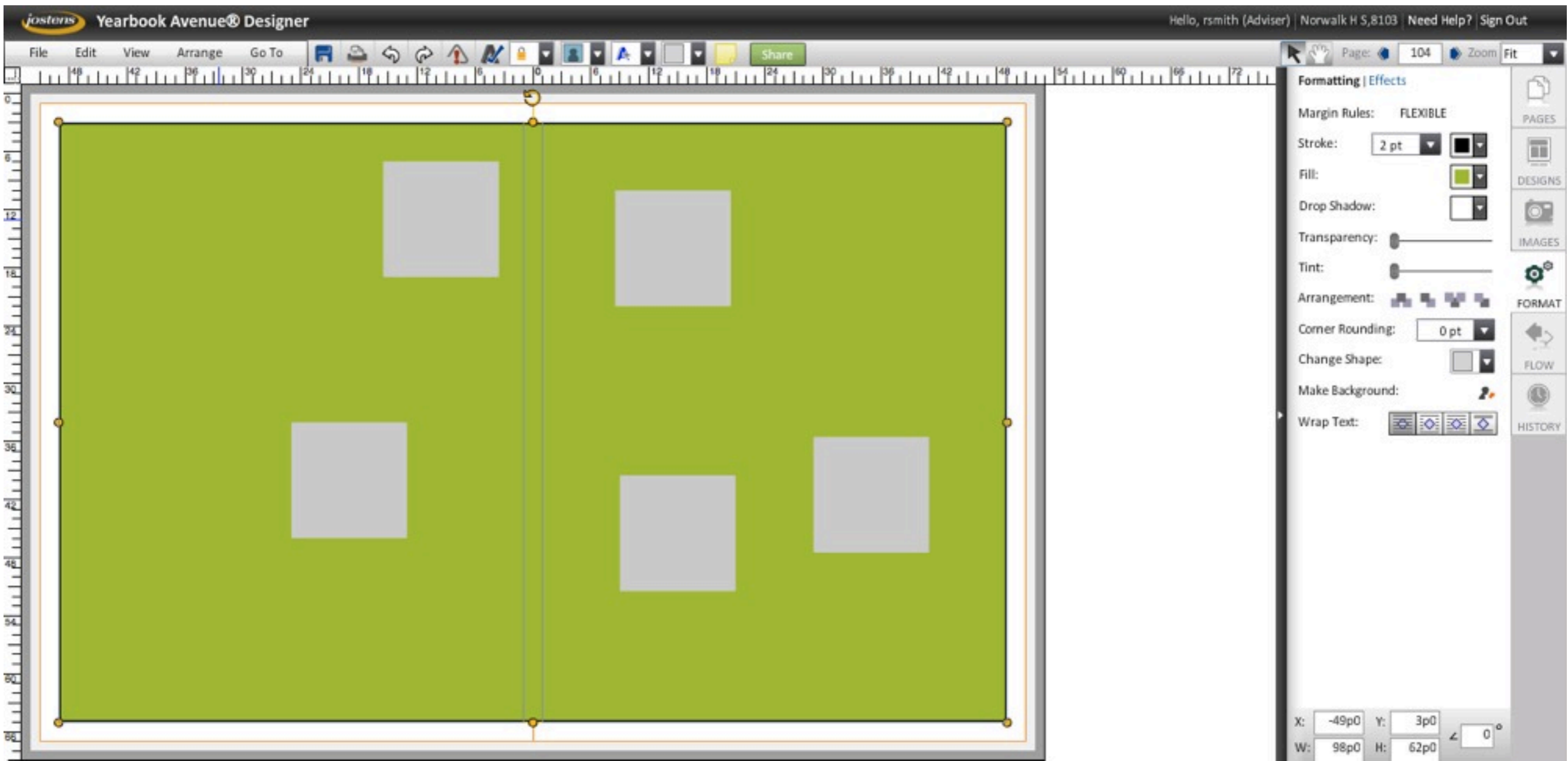
- the big box is on the bottom layer
- the smaller boxes are all on the top layer



- **Move the big box to the back.**

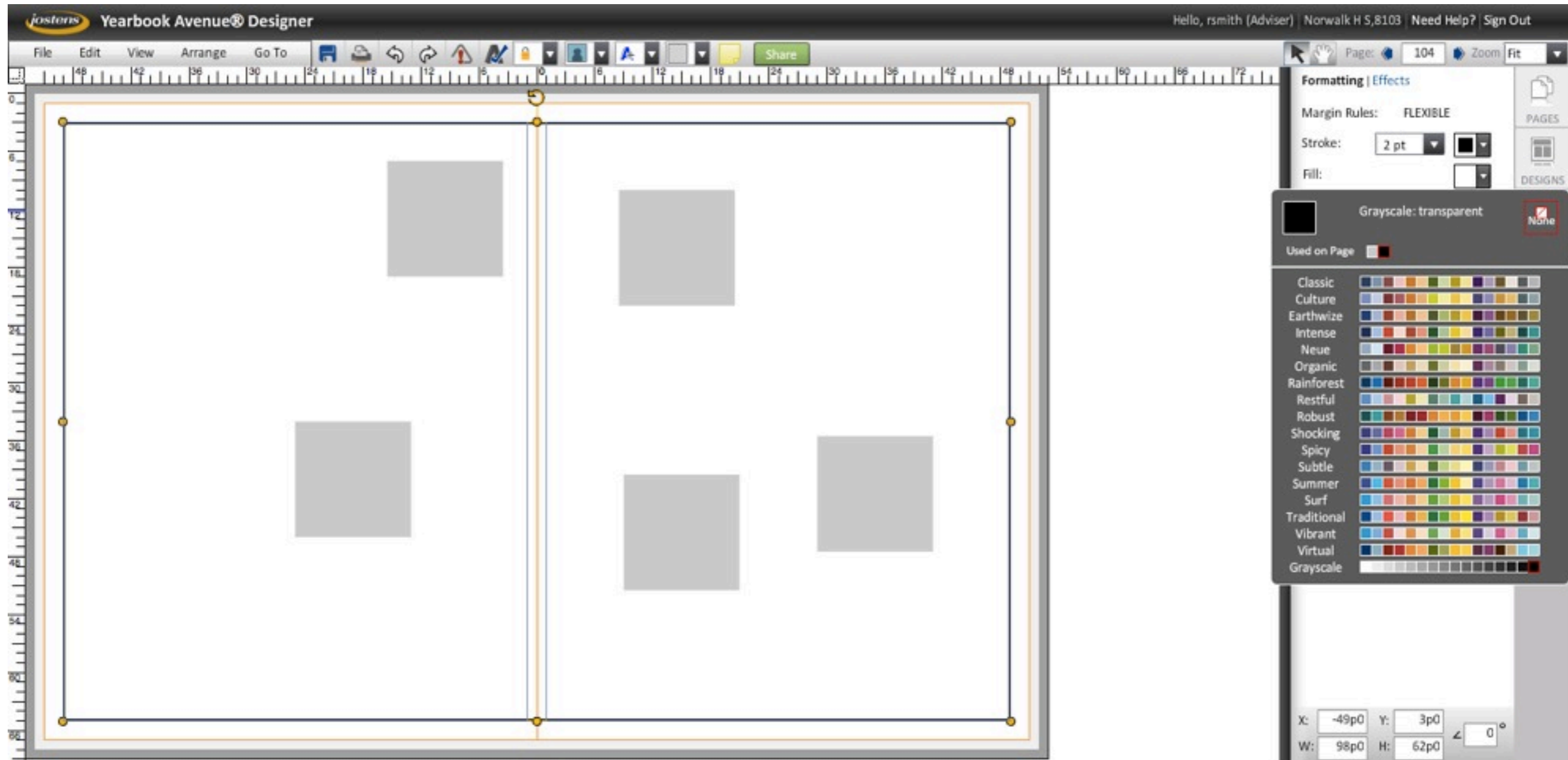
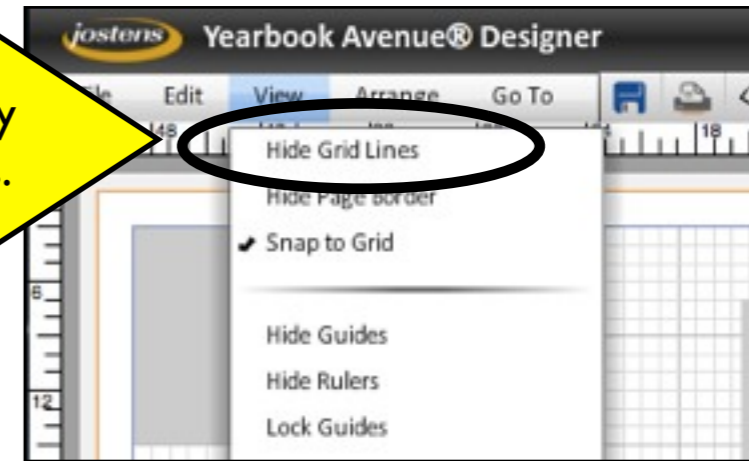
Layering is a very important concept in desktop-publishing. We have two layers in this layout at the moment:

- the big box is on the bottom layer
- the smaller boxes are all on the top layer



- **Erase the fill color in the big box.**

Check your work by hiding the grid lines.



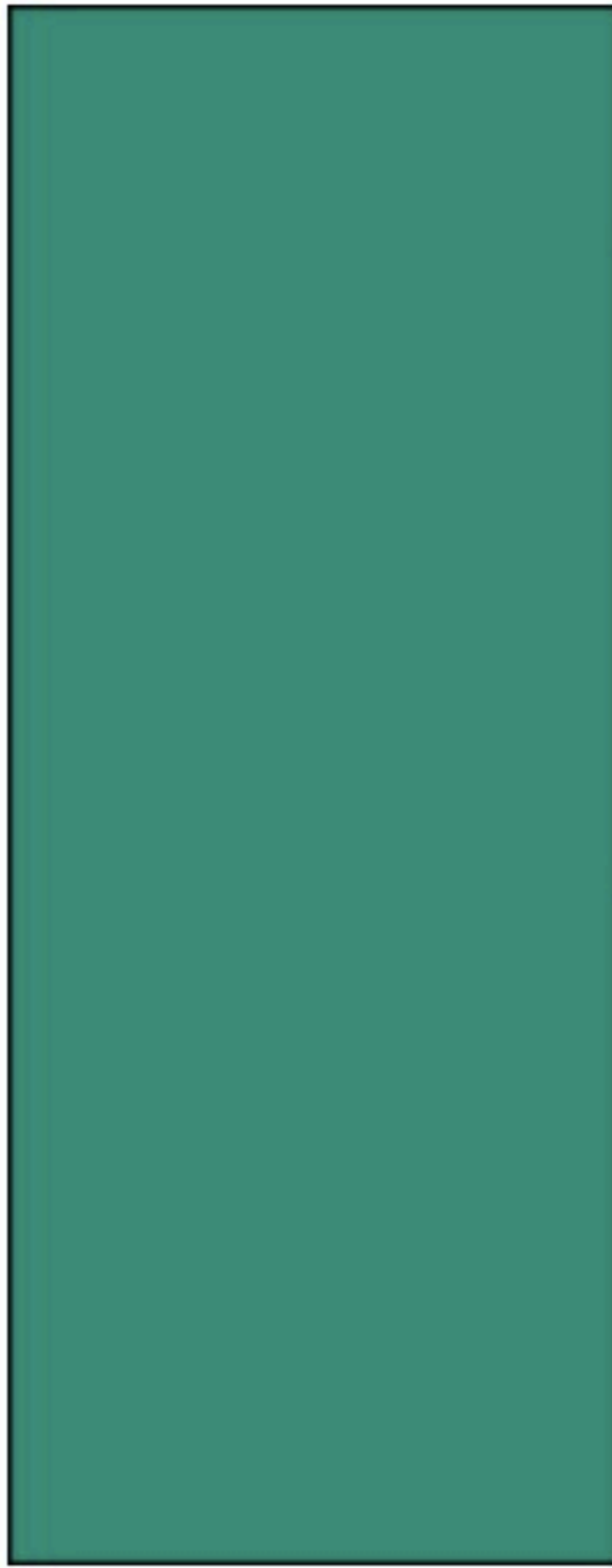
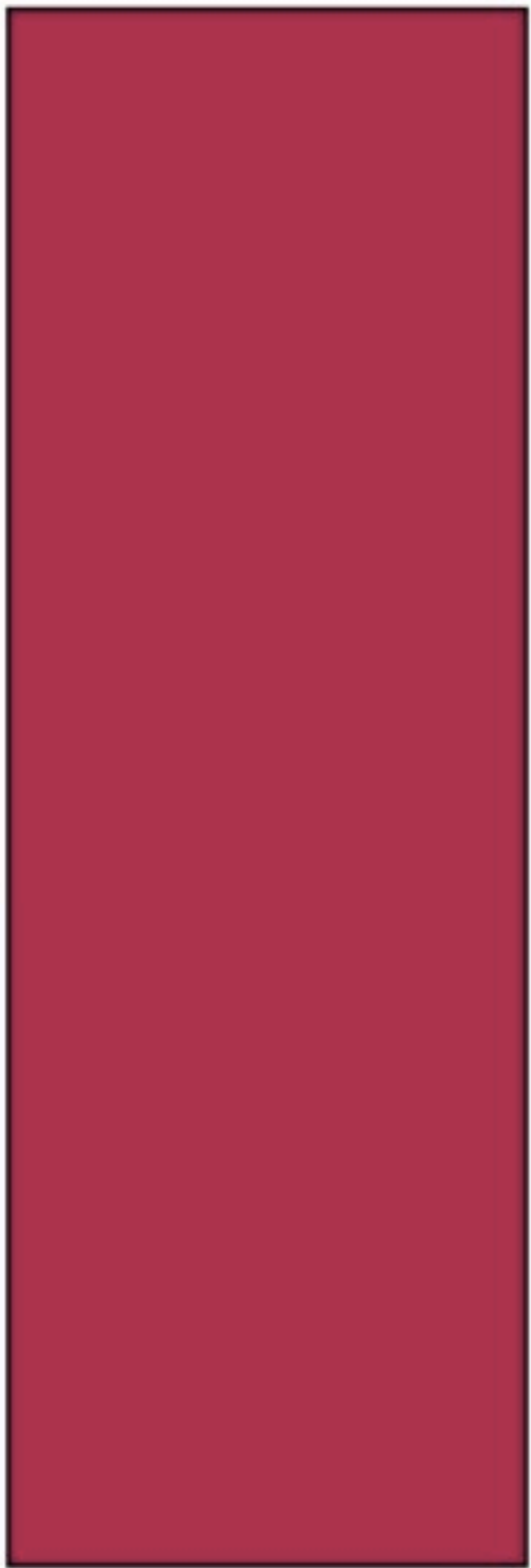
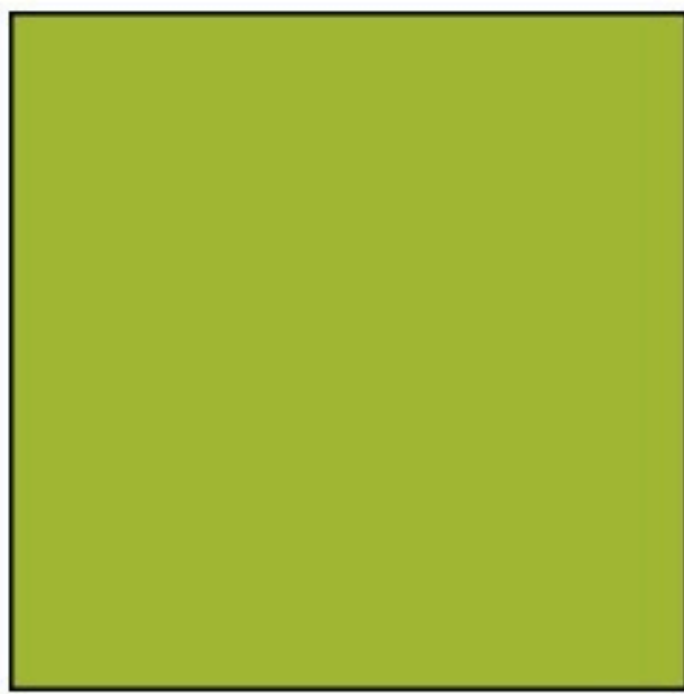
We've completed the border (the stroke)

Yearbook

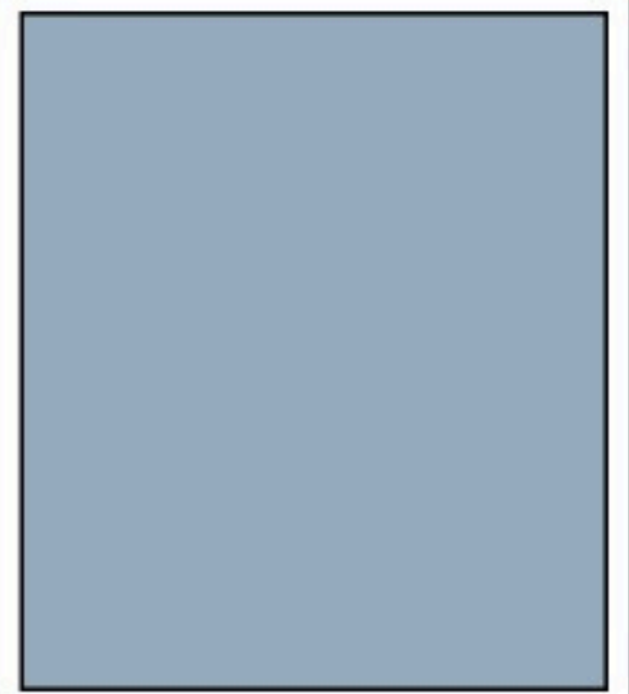
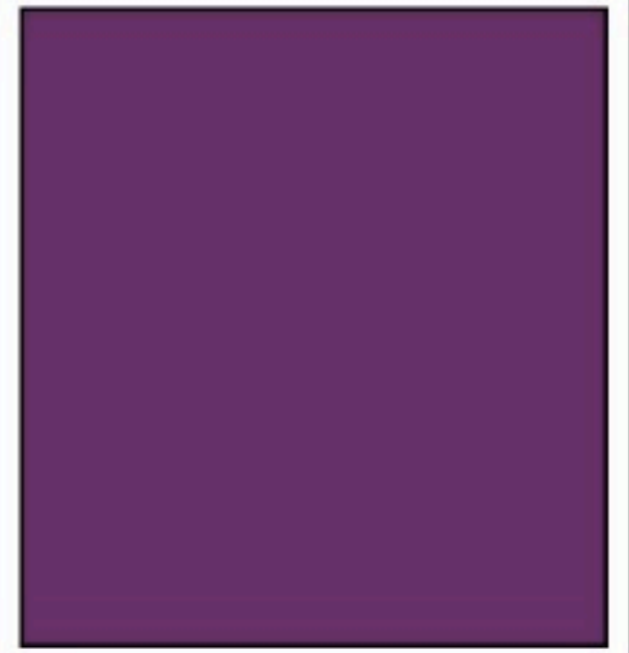
Avenue

Practice

Page #1



Your name

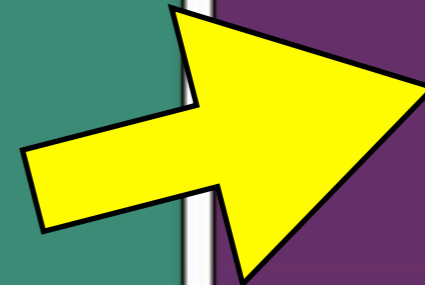
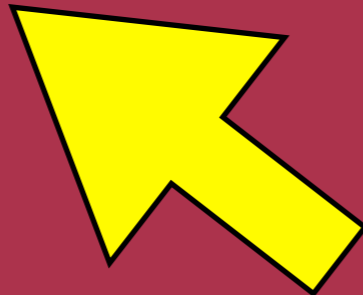
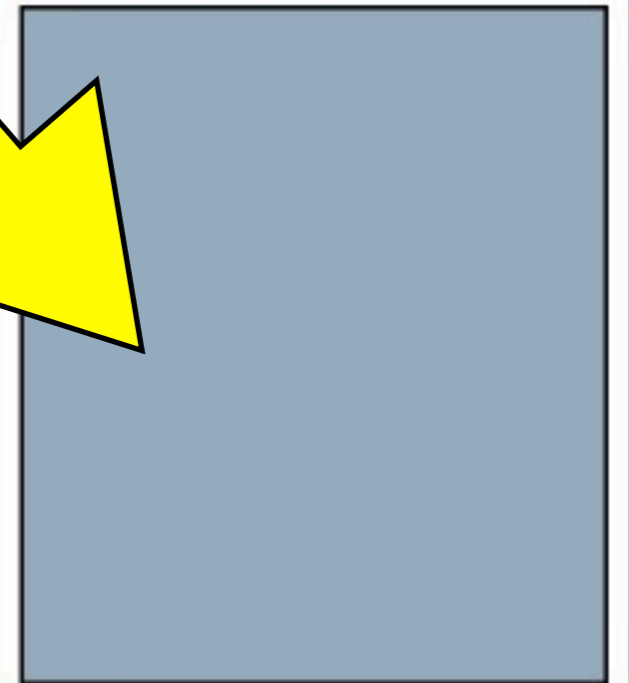
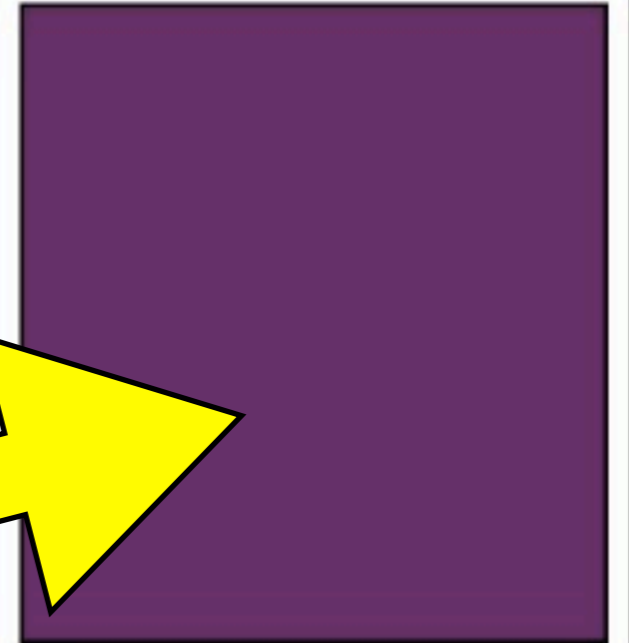
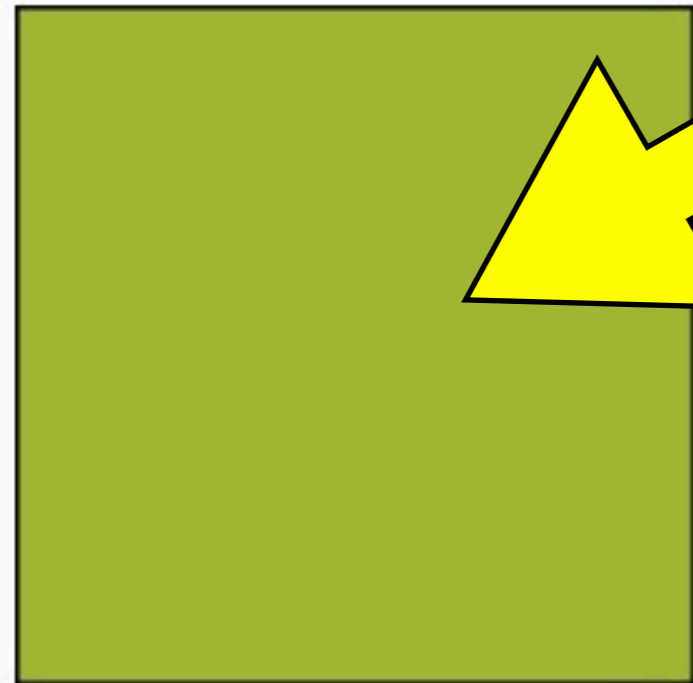


We've completed the border (the stroke)

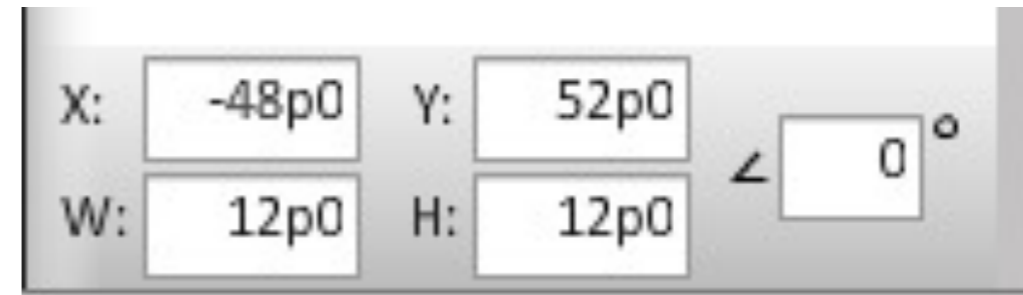
Yearbook
Avenue
Practice
Page #1

Your name

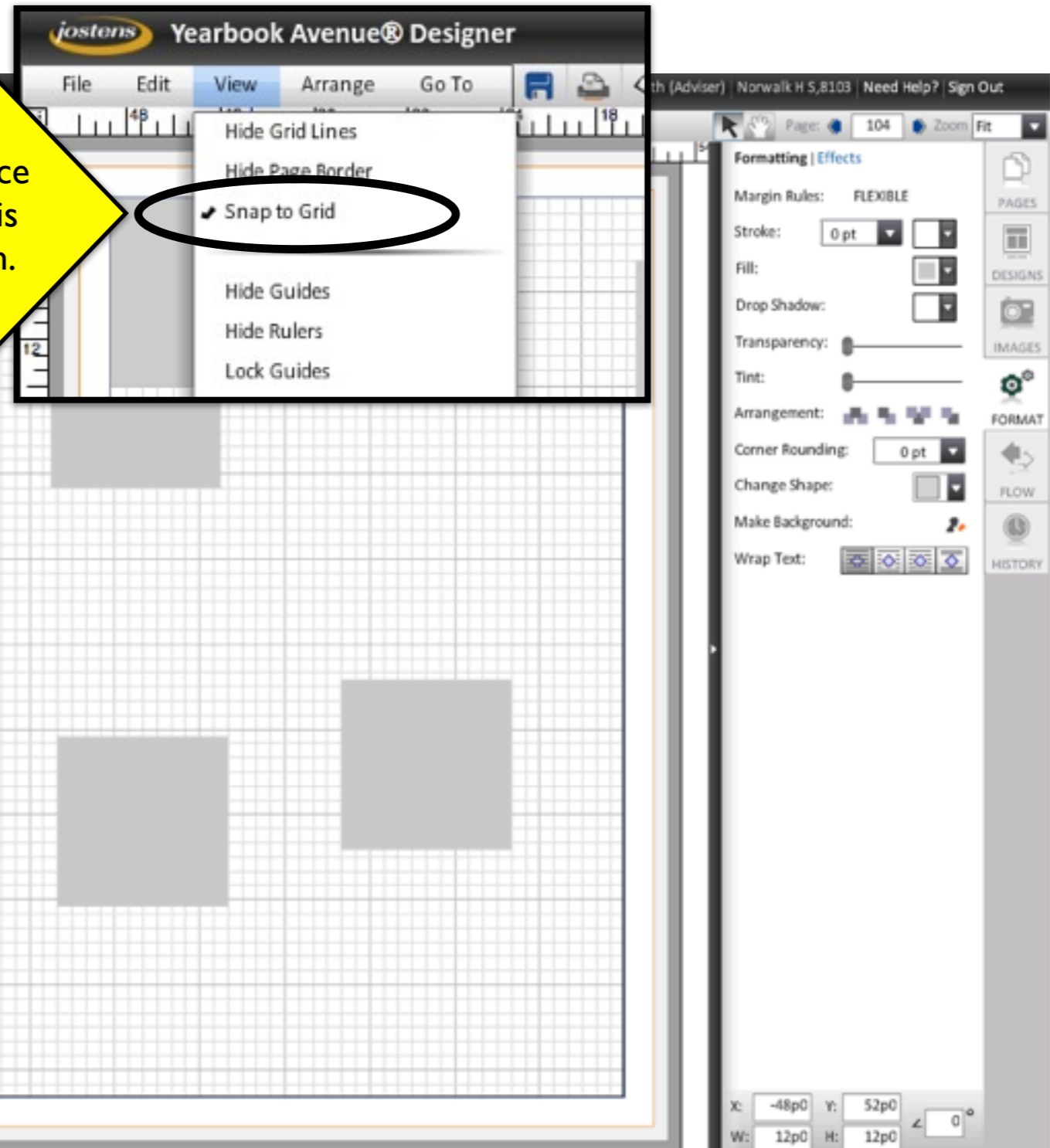
Now, we'll make these boxes.



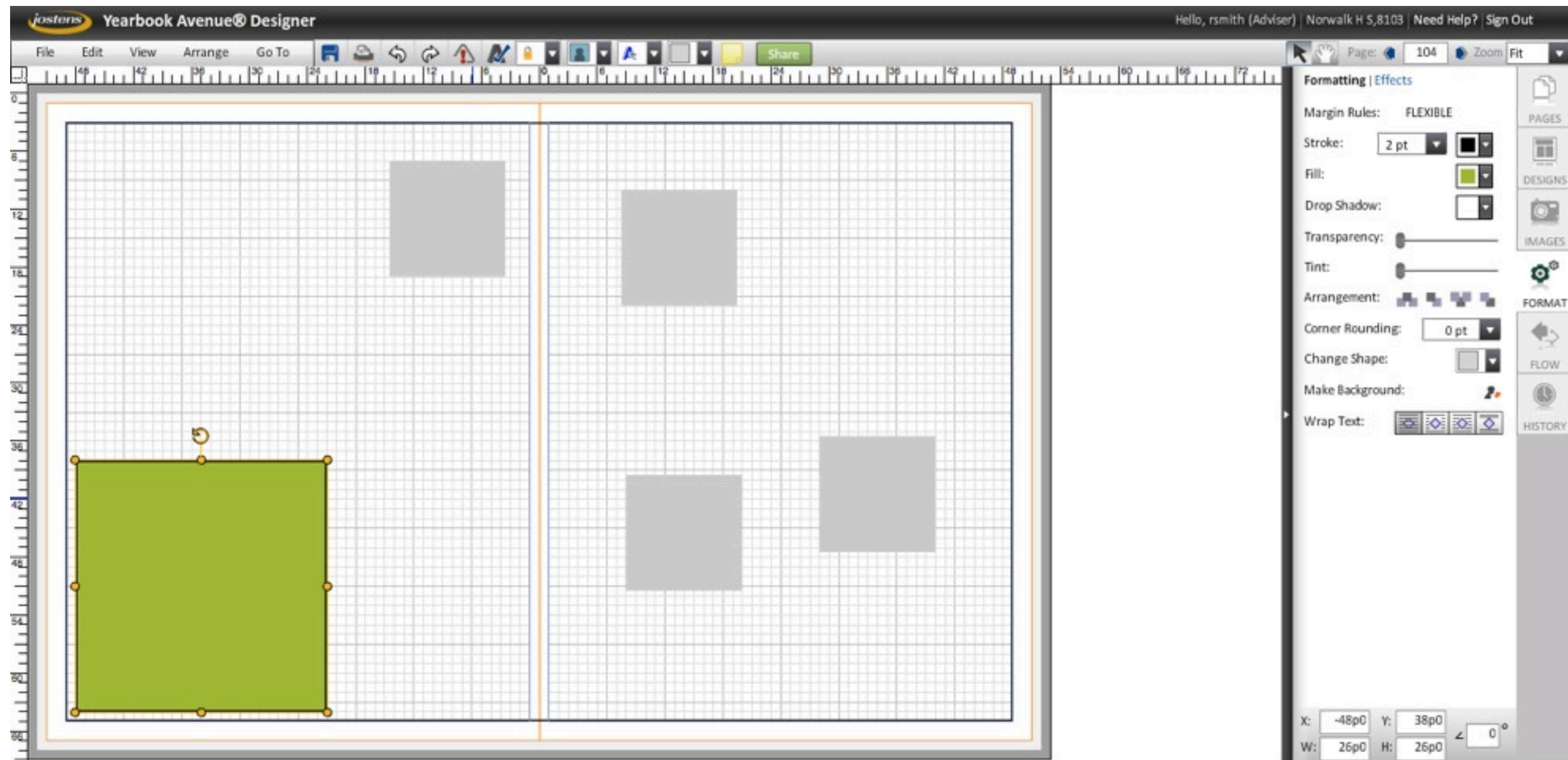
- **Place first box in lower left-hand corner, one pica from the border.**



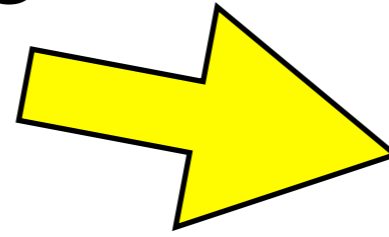
Did you notice the box “snapping” into place right on the grid line? That’s because of this function, which you should have turned on.



- **Make the box 26 picas by 26 picas**
- **Add 2-point stroke**
- **Change fill color to NU Limelight**



- **Align second box to these coordinates**
- **Add stroke**
- **Color: NU Promise**



X:	-21p0	Y:	4p0	◁	0°
W:	20p0	H:	60p0		

Yearbook Avenue® Designer

File Edit View Arrange Go To

Page: 104 Zoom Fit

Formatting | Effects

Margin Rules: FLEXIBLE

Stroke: 2 pt

Fill: [Red]

Drop Shadow: [Off]

Transparency: [Slider]

Tint: [Slider]

Arrangement: [Icons]

Corner Rounding: 0 pt

Change Shape: [Icon]

Make Background: [Icon]

Wrap Text: [Icons]

X: -21p0 Y: 4p0

W: 20p0 H: 60p0

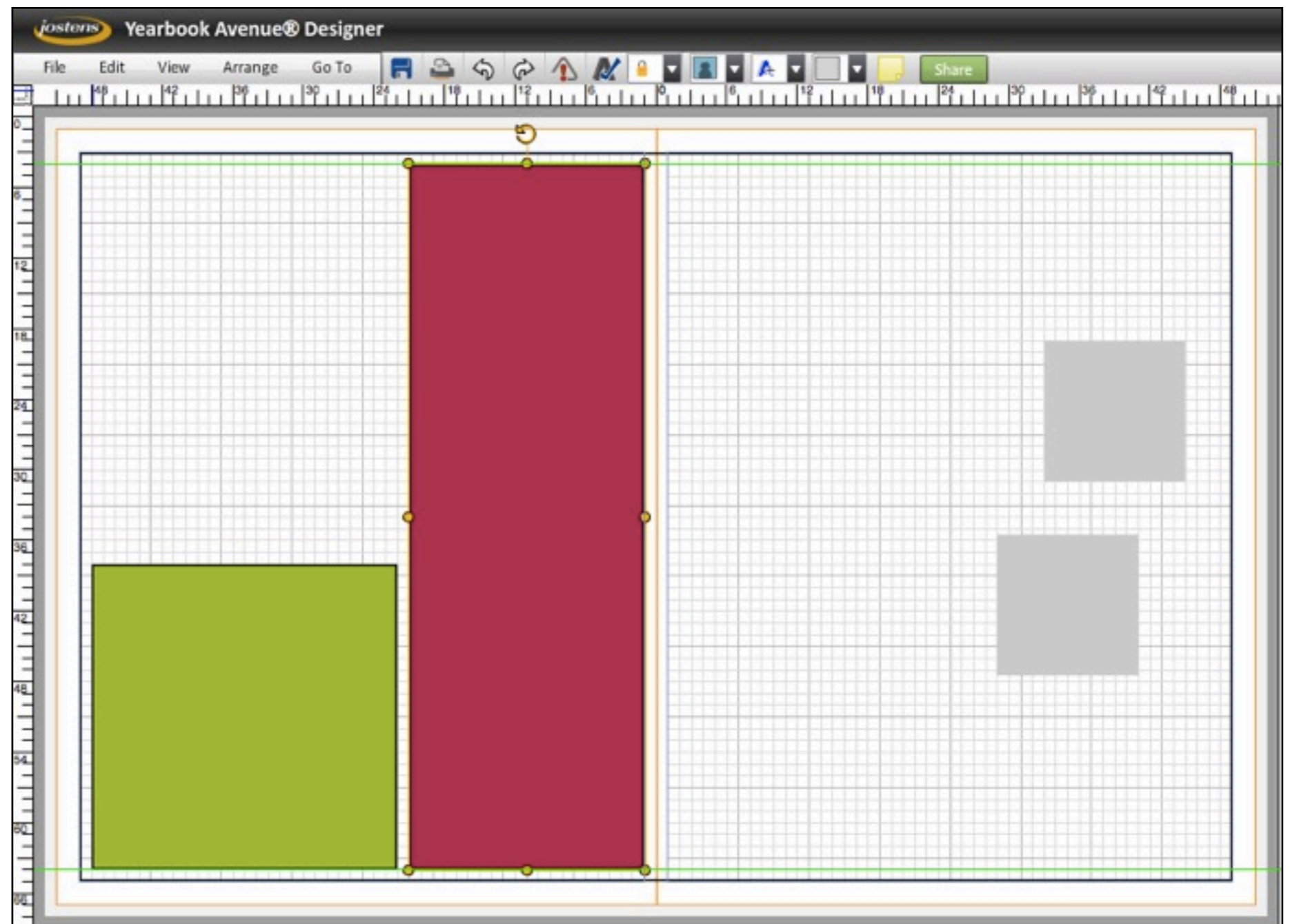
◁ 0°

- **Place guides along the top and bottom of the red box.**

Guides are a very important part of clean design. They help to align page elements.

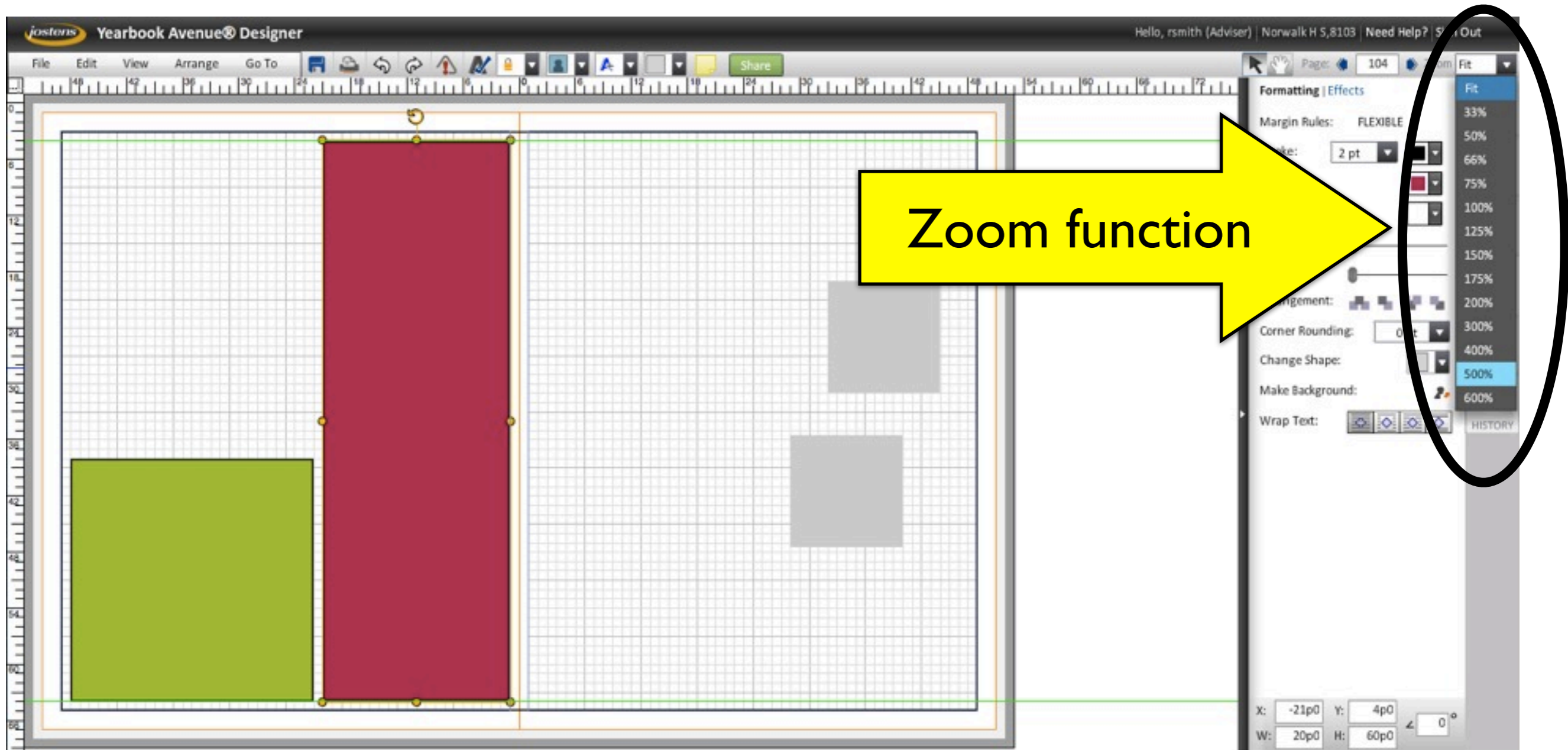
How to make a guide:

- Point your mouse at the ruler. Click on the ruler and “drag” the guide out of it.



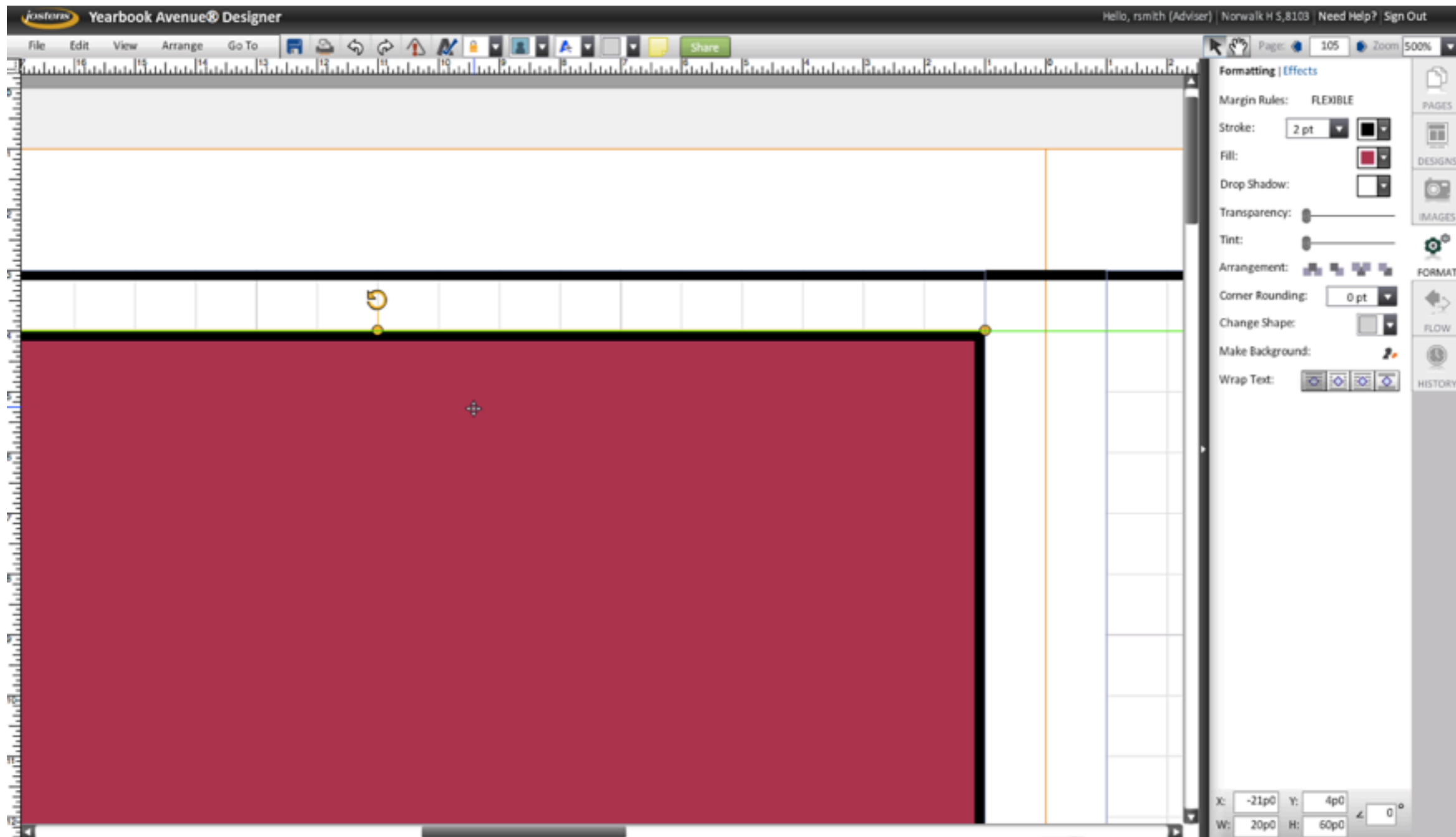
- **Zoom in on the guides to make sure that they are placed properly.**

A good designer constantly flips between close-ups (to check details) and a full-page view (to see the overall effect)



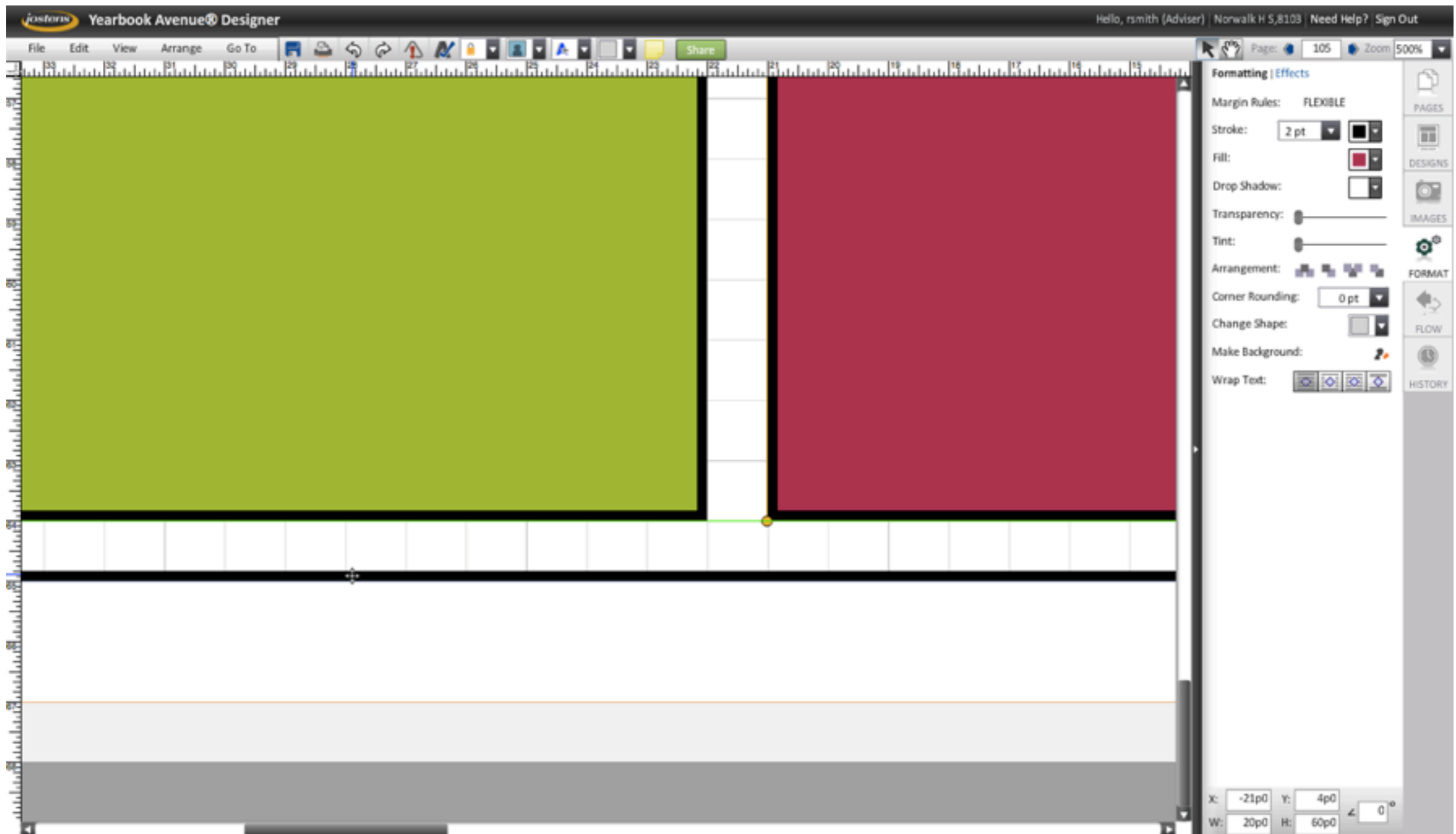
- **Zoom in on the guides to make sure that they are placed properly.**

These guides are also aligned with the grid.

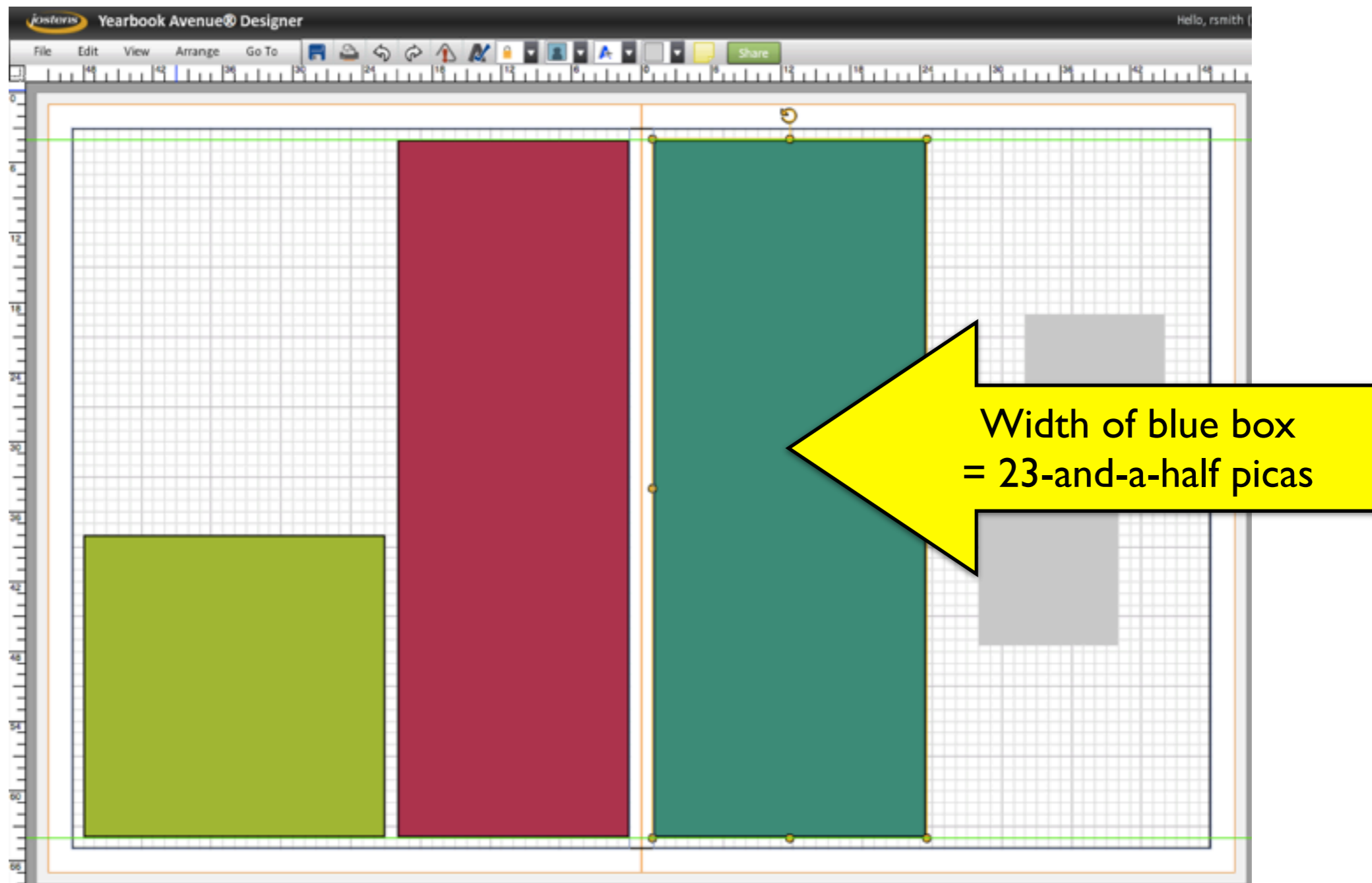


- **Zoom in on the guides to make sure that they are placed properly.**

The bottom of the red box is aligned with the bottom of the green one.



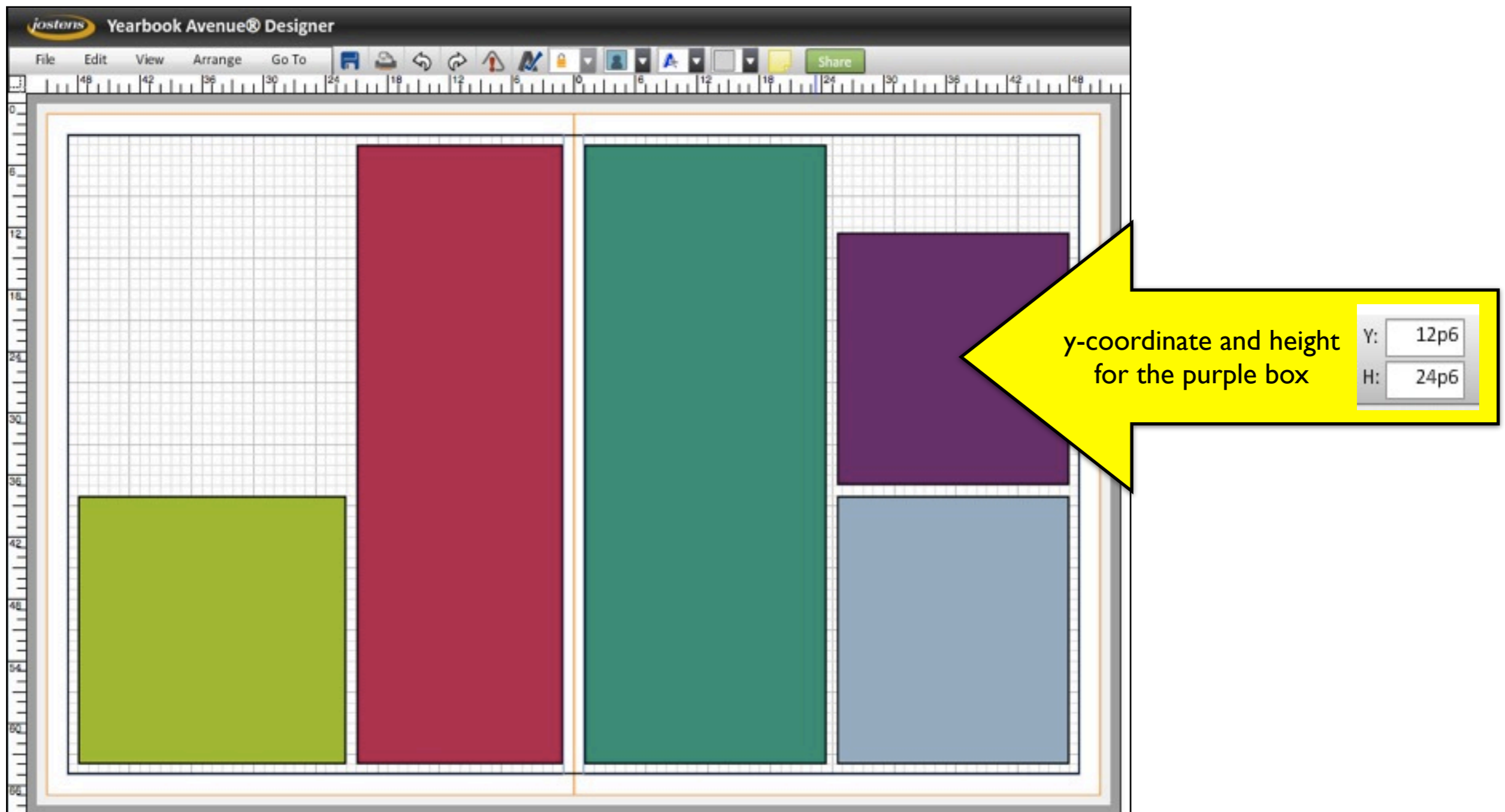
- **Align the third box with the top and bottom of the red one, using your guides.**
- **Set the stroke.**
- **Change the fill to the blue-green color that I used. Find it on the Neue palette.**



- **Place the 4th and 5th boxes and style them as shown.**

Don't forget:

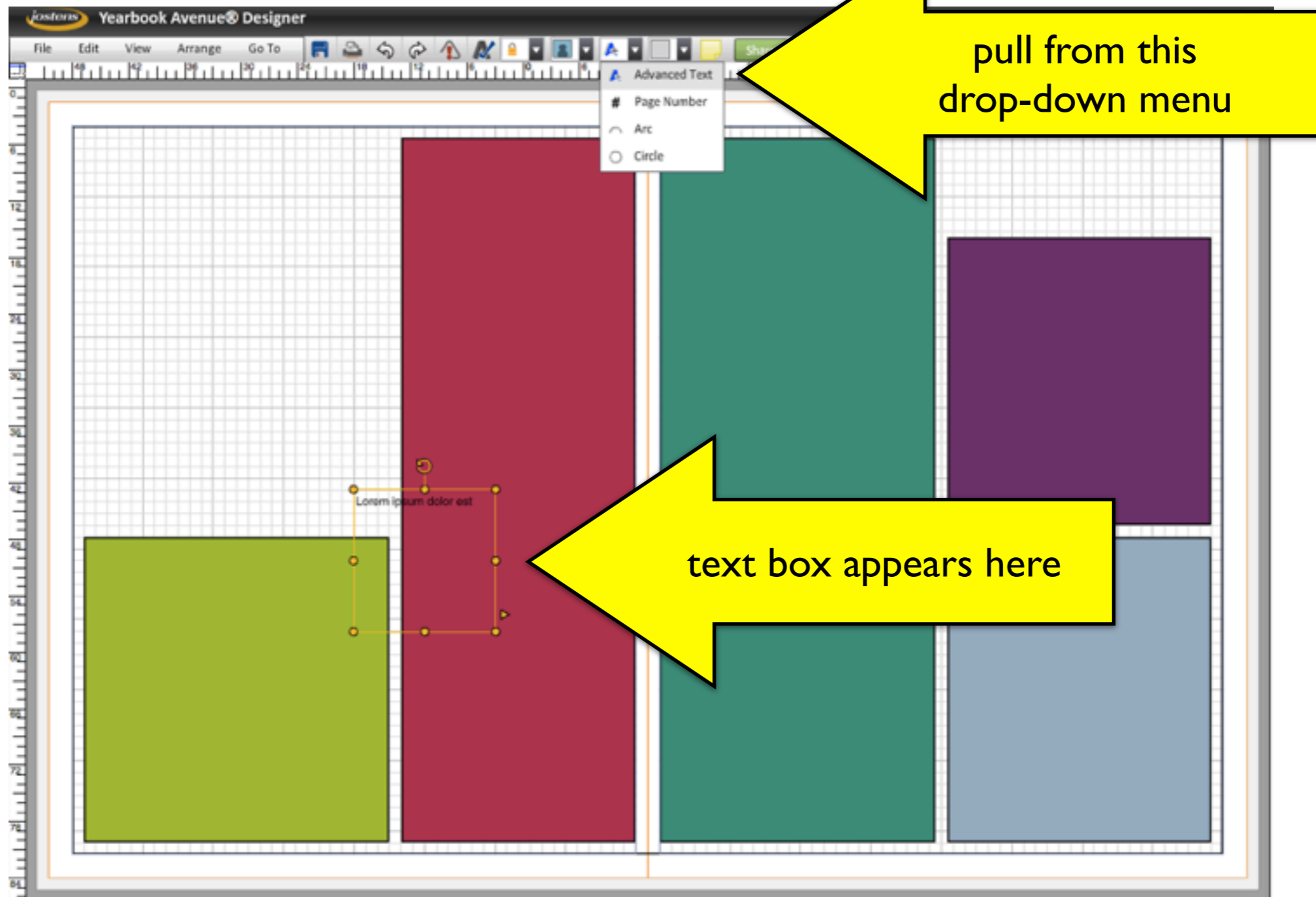
- all colors in the book are from the Neue palette
- keep a consistent amount of white space between the boxes and the border (one pica)



TEXT

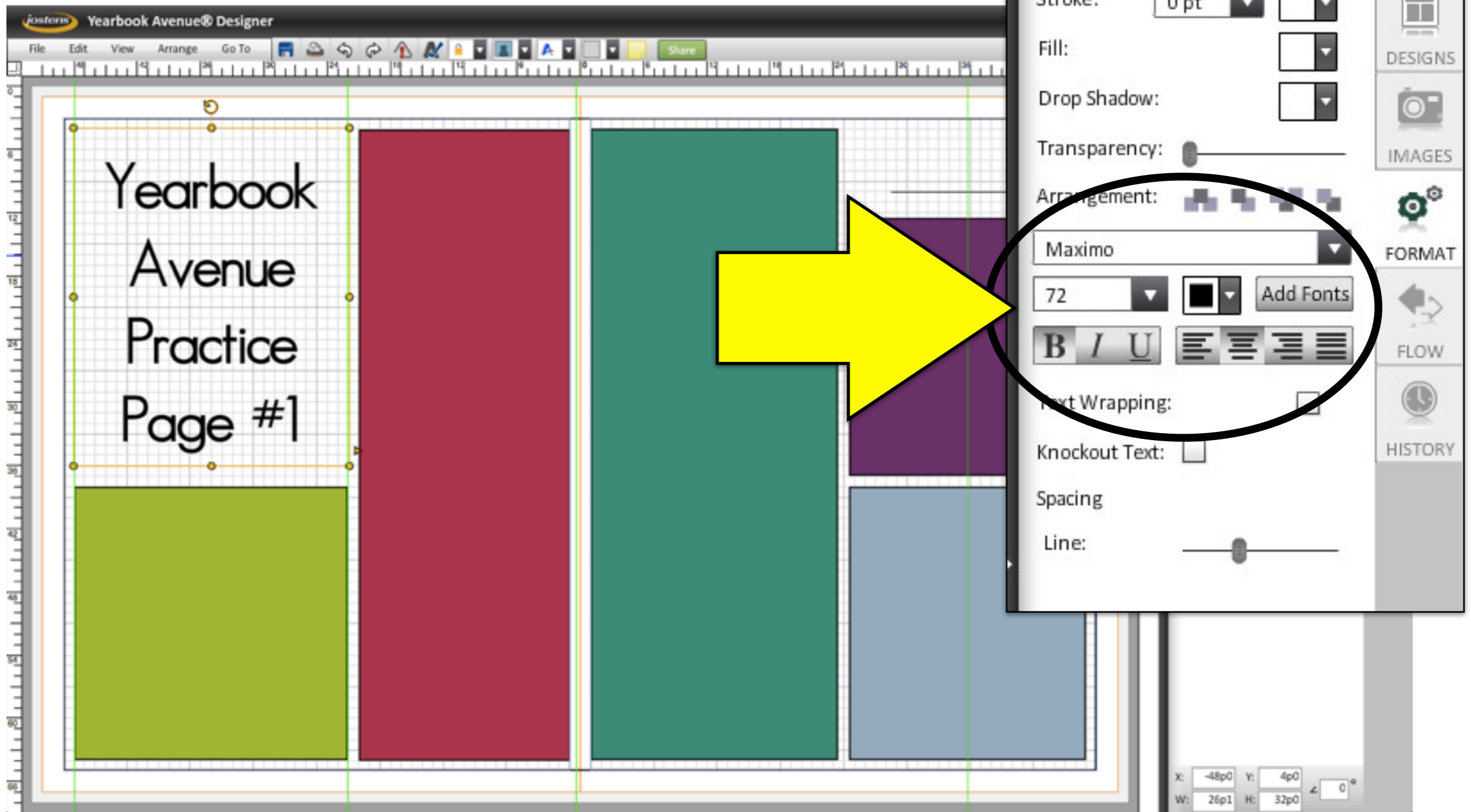
- **Create a new text box.**

“Lorem ipsum dolor est.” — For centuries, printers have used Latin text as a placeholder. Latin text looks like English from a design standpoint. But because it’s not English, it’s easy for a proofreader to notice, which lowers the chances of accidentally publishing the wrong text.



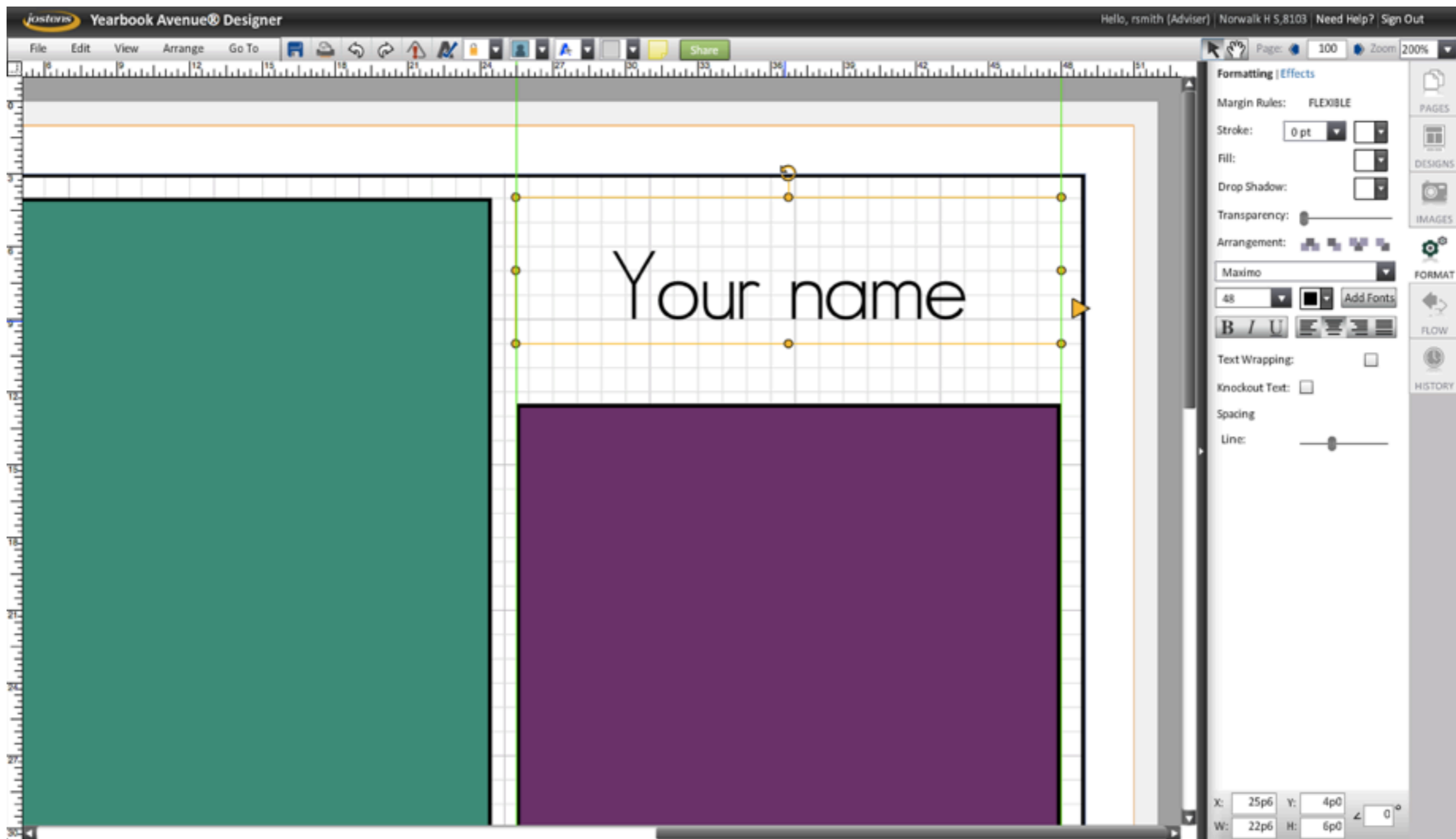
- **Center the text box over the green square.**
- **Change font to boldface “Maximo,” size 72.**

use guides and zoom to help with this

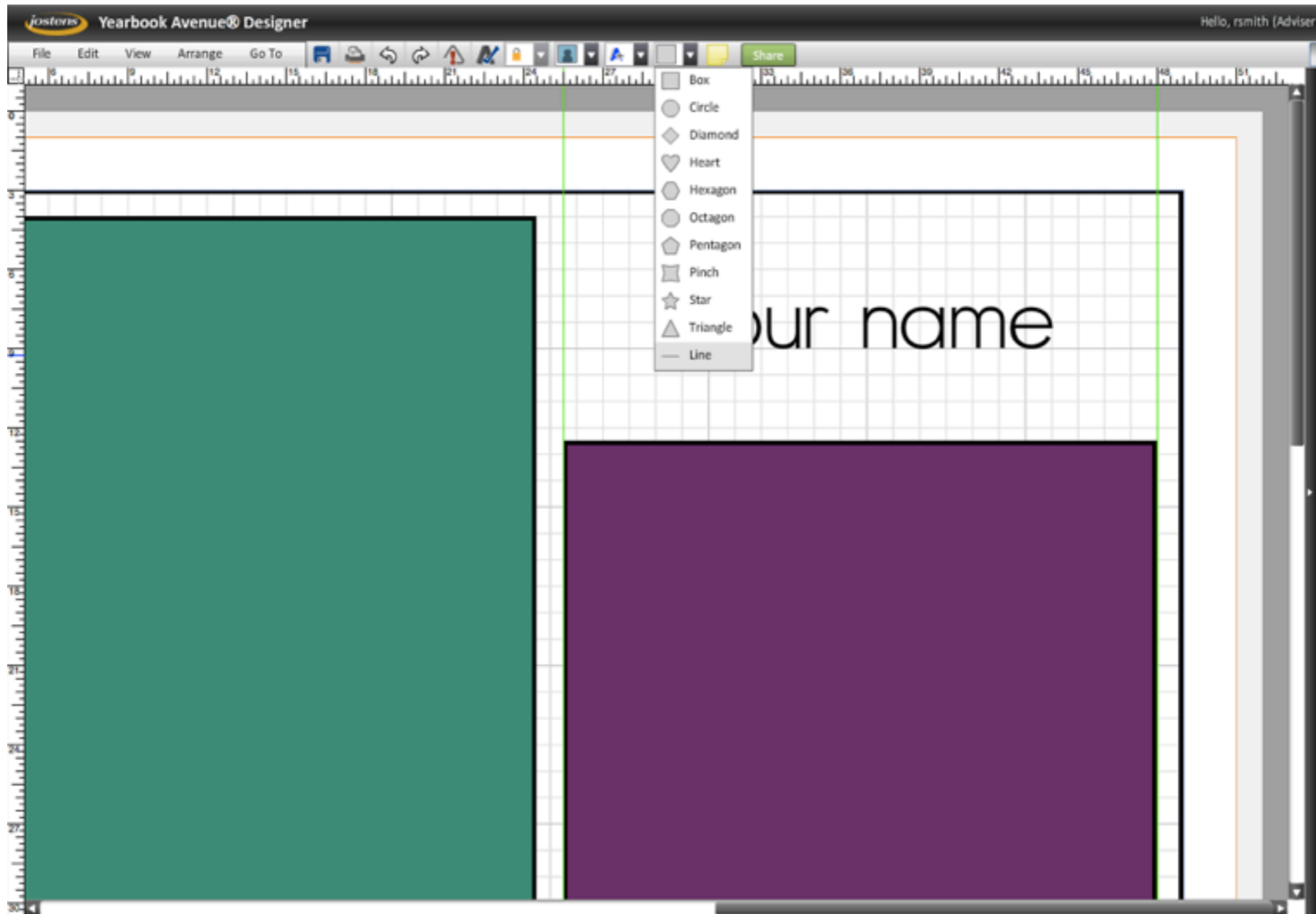


- **Center your name over the purple square.**
- **Change font to “Maximo,” size 48.**

use guides and zoom to help with this

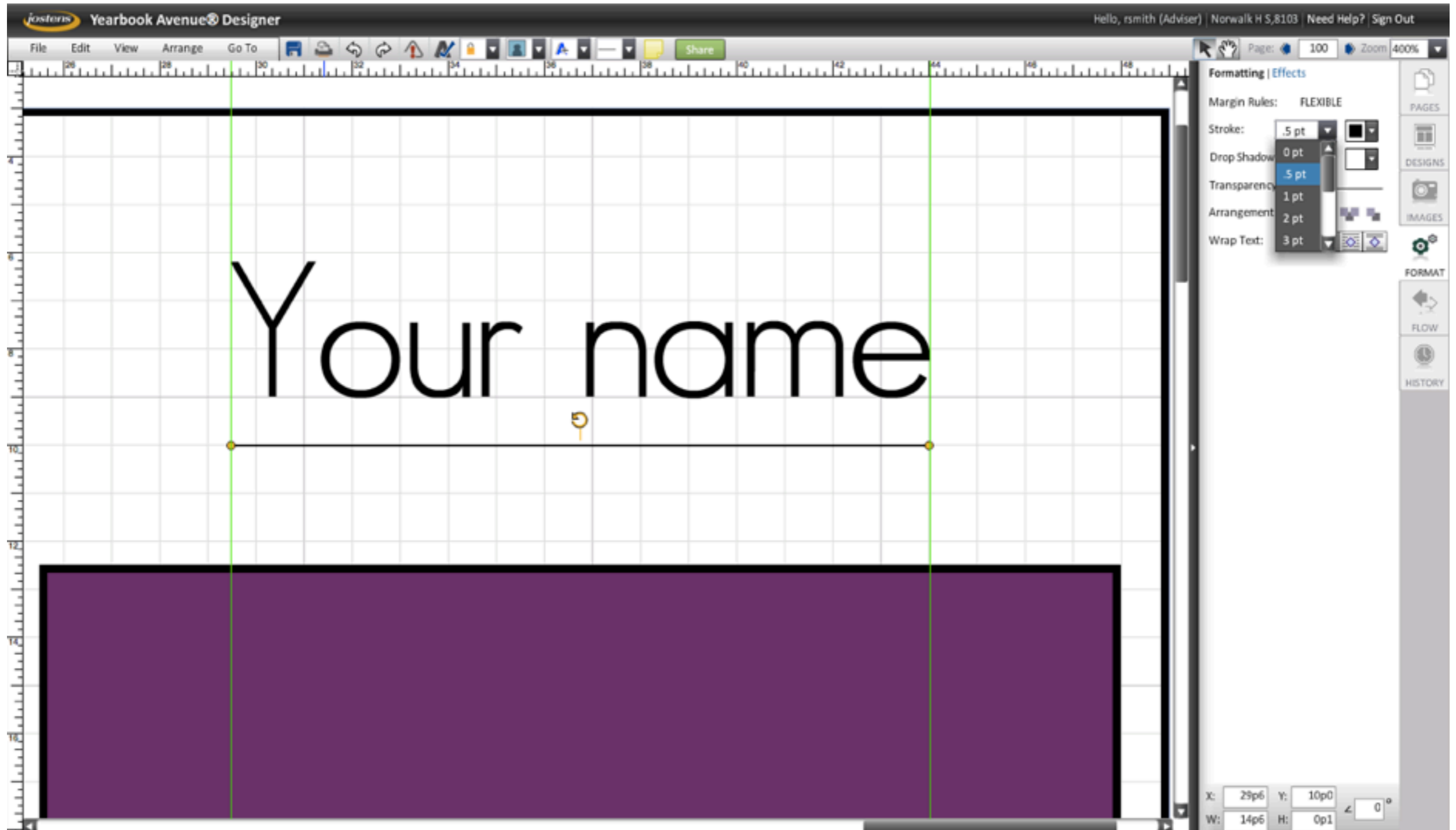


- **Select a line from the shapes menu.**

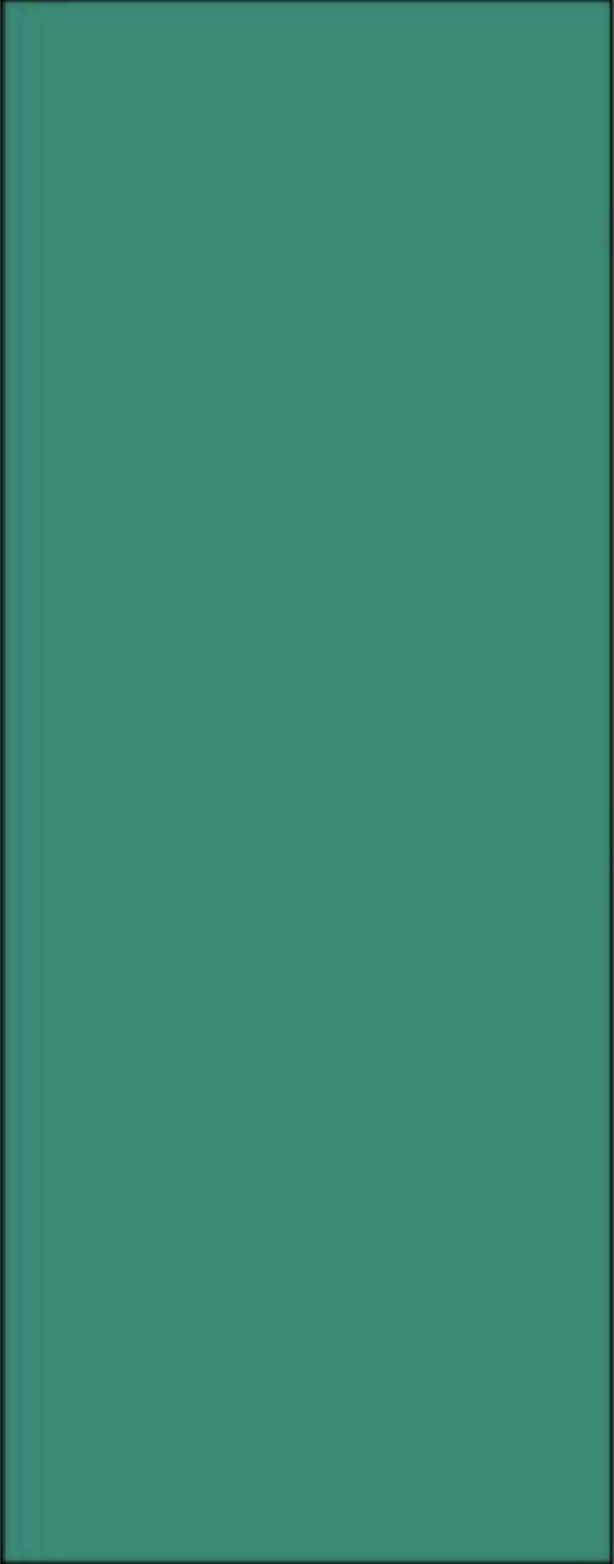
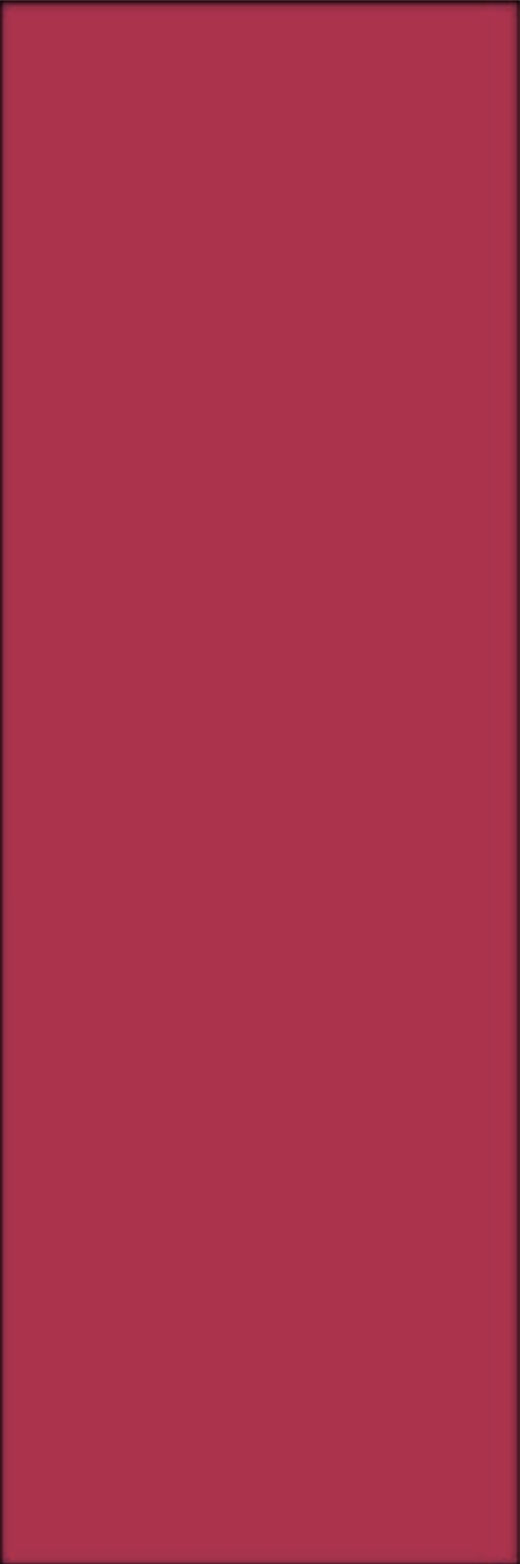
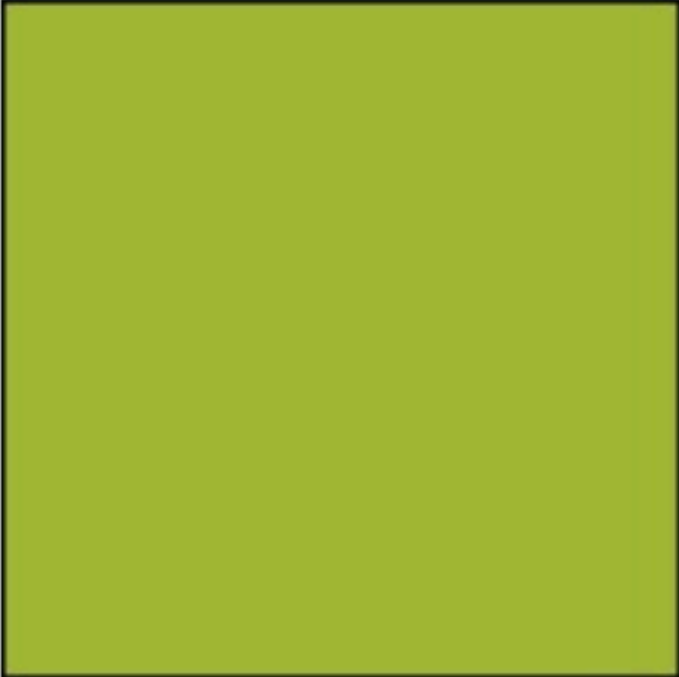


- **Place the underline.**
- **Change stroke to .5**

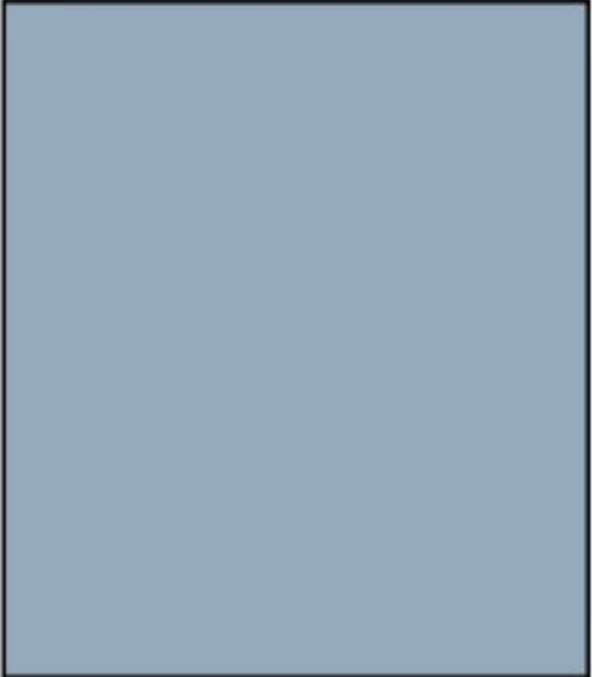
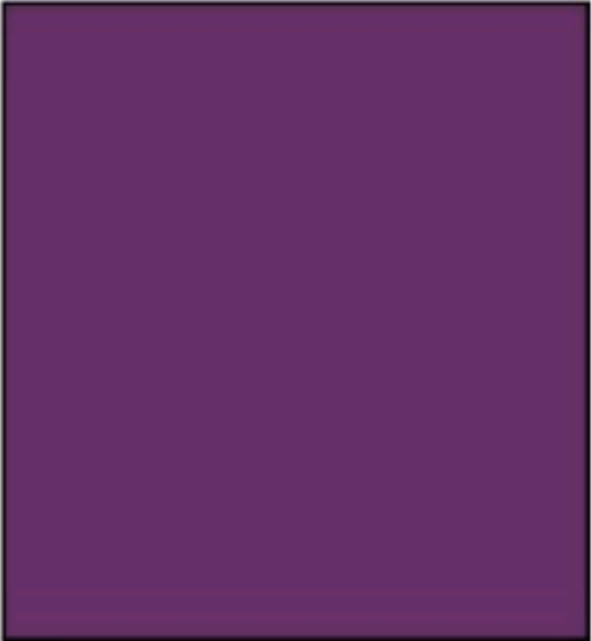
Don't use the underlining function in the text box. You don't have as much design control over that.



Yearbook
Avenue
Practice
Page #1



Your name



CONCEPTS

Yearbook Avenue

- signing on
- uploading pictures to Image Library
- page Ladder
- Page Designer
- What is Yearbook Avenue used for?
- What is desktop-publishing?
- Connections between desktop publishing and pre-computer publishing

Page Designer

- pages tab
- format tab
- the grid
- picas & points
- margins
 - What do the blue line, orange line and shaded area signify around the grid in Yearbook Avenue?
- gutter

Shapes

- create a shape
- place it precisely
- adjust fill color, stroke, etc.
- create a border by making the fill transparent

Text box

- create a text box
- place it precisely
- adjust font, etc.

Also

- layers (arrange them with “Send to Back,” etc.)
- guides, coordinates and rulers
- zoom
- “lorem ipsum”
- “snap to grid”
- color palettes

PROJECT 01.01

25 points

- Create Yearbook Avenue Practice Page #1. Leave it on your page in YA. I will check it there.
- I'll use the following rubric:
 - 25 points - Perfect! No errors
 - 20 points - A few minor errors
 - 15 points - Minor errors and at least one major error
 - 10 points - Several major errors
 - 5 points - Started, but incomplete
 - 0 points - Not turned in.

DUE: Right now!