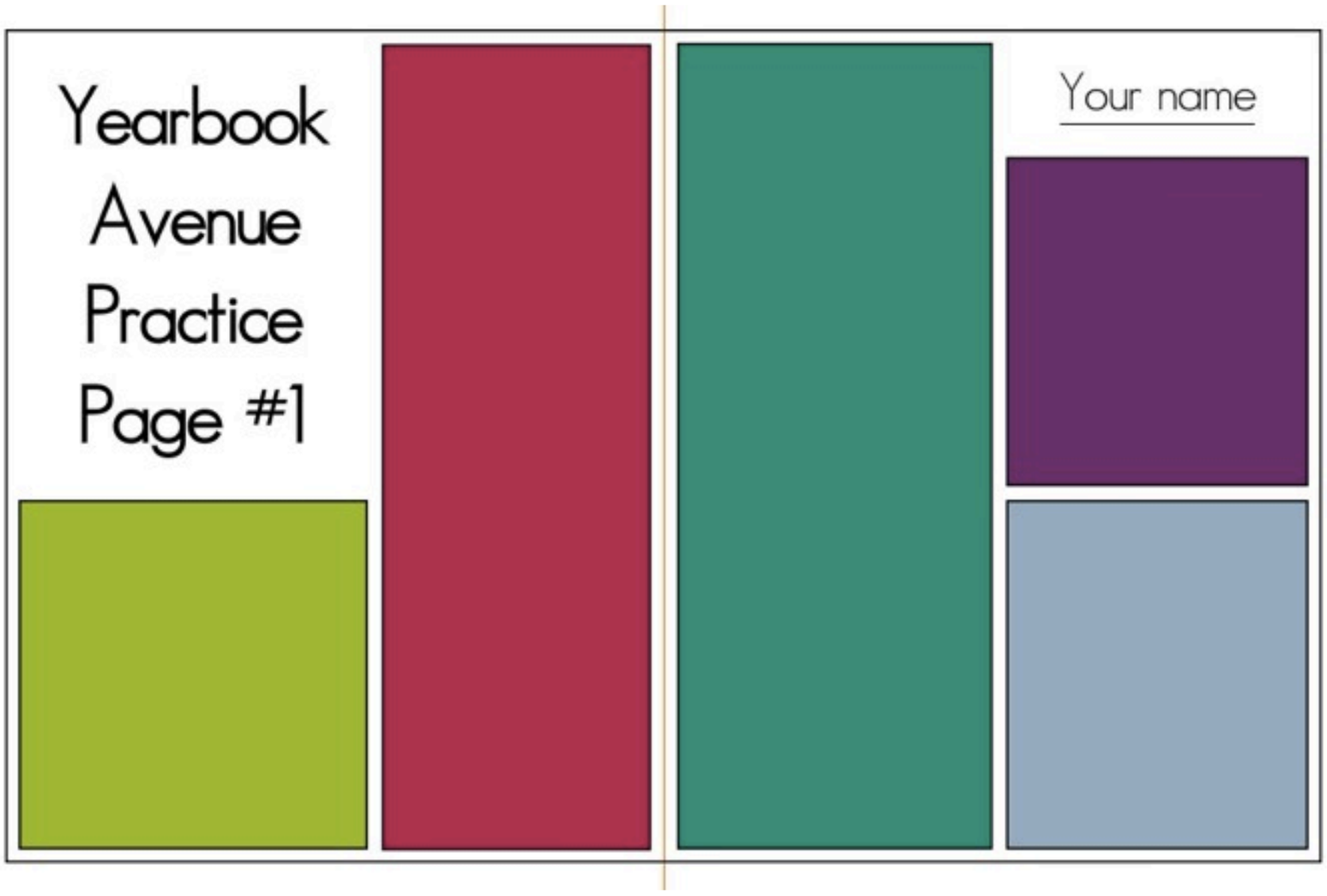
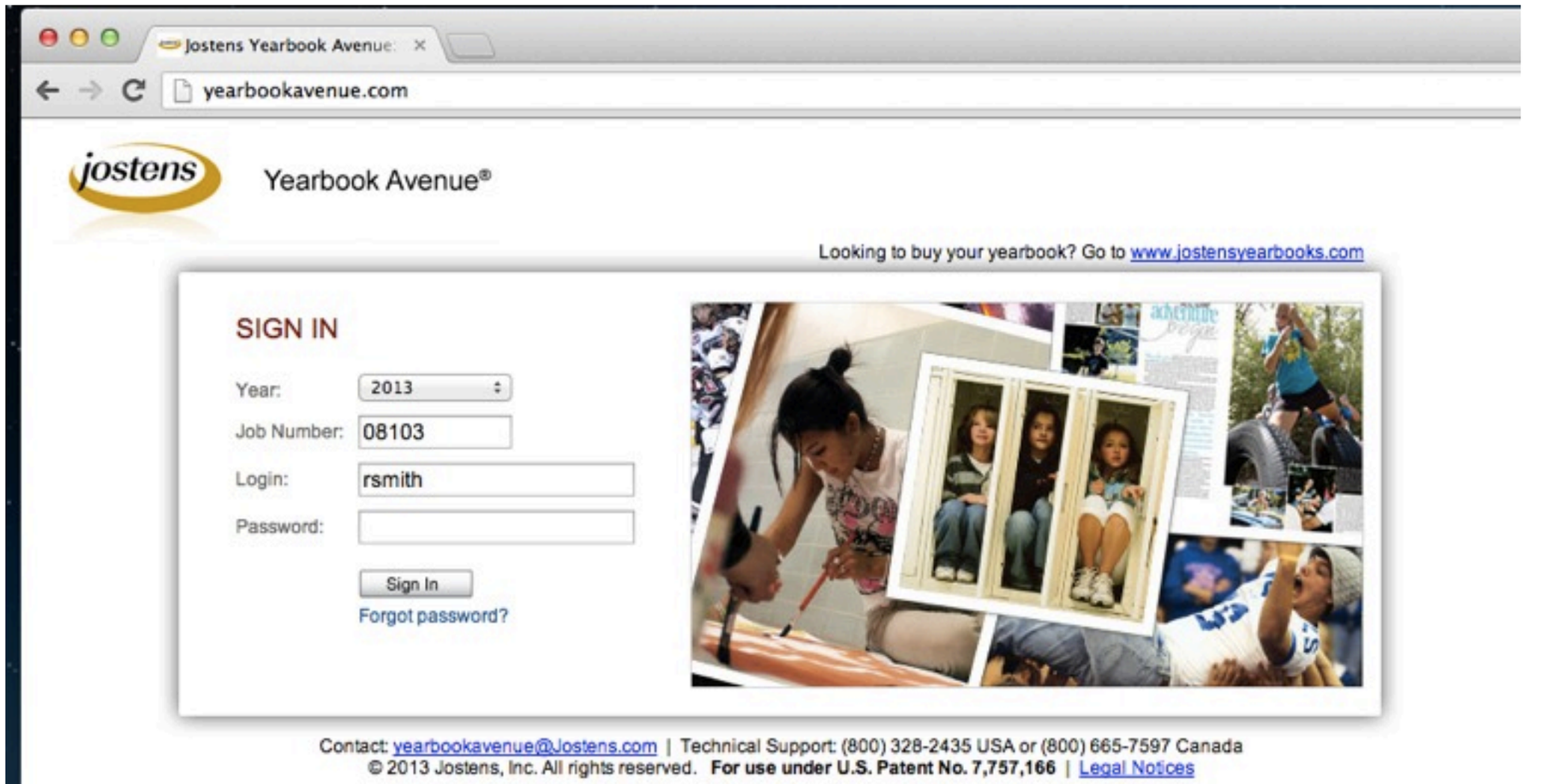
Yearbook Avenue

PROJECT 01





yearbookavenue.com
Job Number: 08103
Login: (first initial of your first name, followed by your last name)
Password: norwalk1

BUILDING A PAGE

jostens Yearbook Avenue®

Plan | Create | Sell | Digital Classroom | Status | Showcase

- Page Designer
- Page Ladder
- Page Mover
- Image Library
- Panel Pages
- Index Flow
- Coverage Report
- Survey

Look Book v10 001-0! | Tour Yearbook Avenue

Gallery | Status | Sales | Images | Staff | Preview | Training

Yearbooks | Ads | Excellence

Sales Goal = 0 **Sold = 0**

0%

Enrollment = 1496 Edit

0%

Student Coverage View Report

Enrollment = 1496 Edit

0%

Upcoming Events View Calendar

11/01 First deposit due

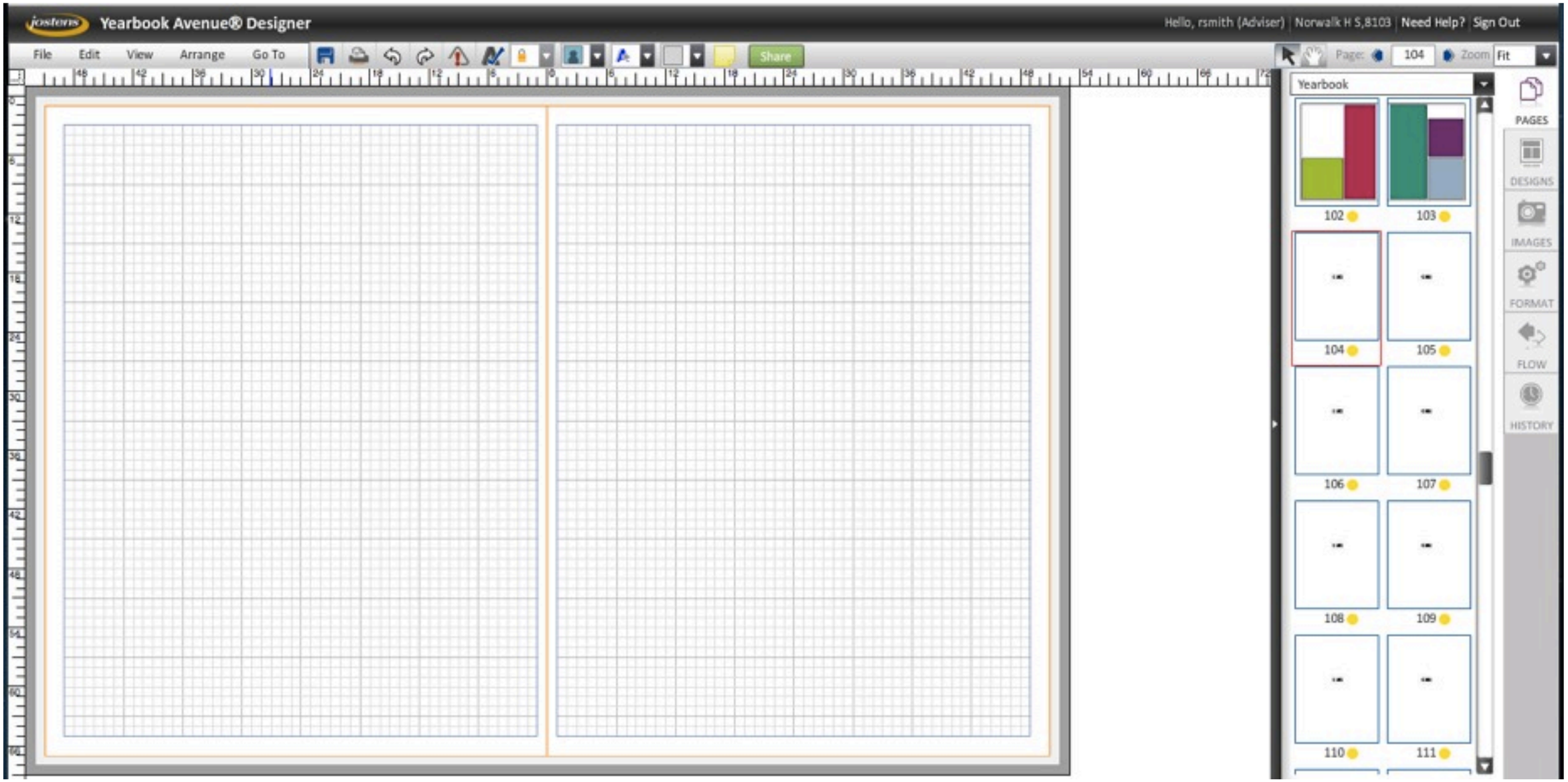
03/01 Second deposit due

Messages View | View Page Notes

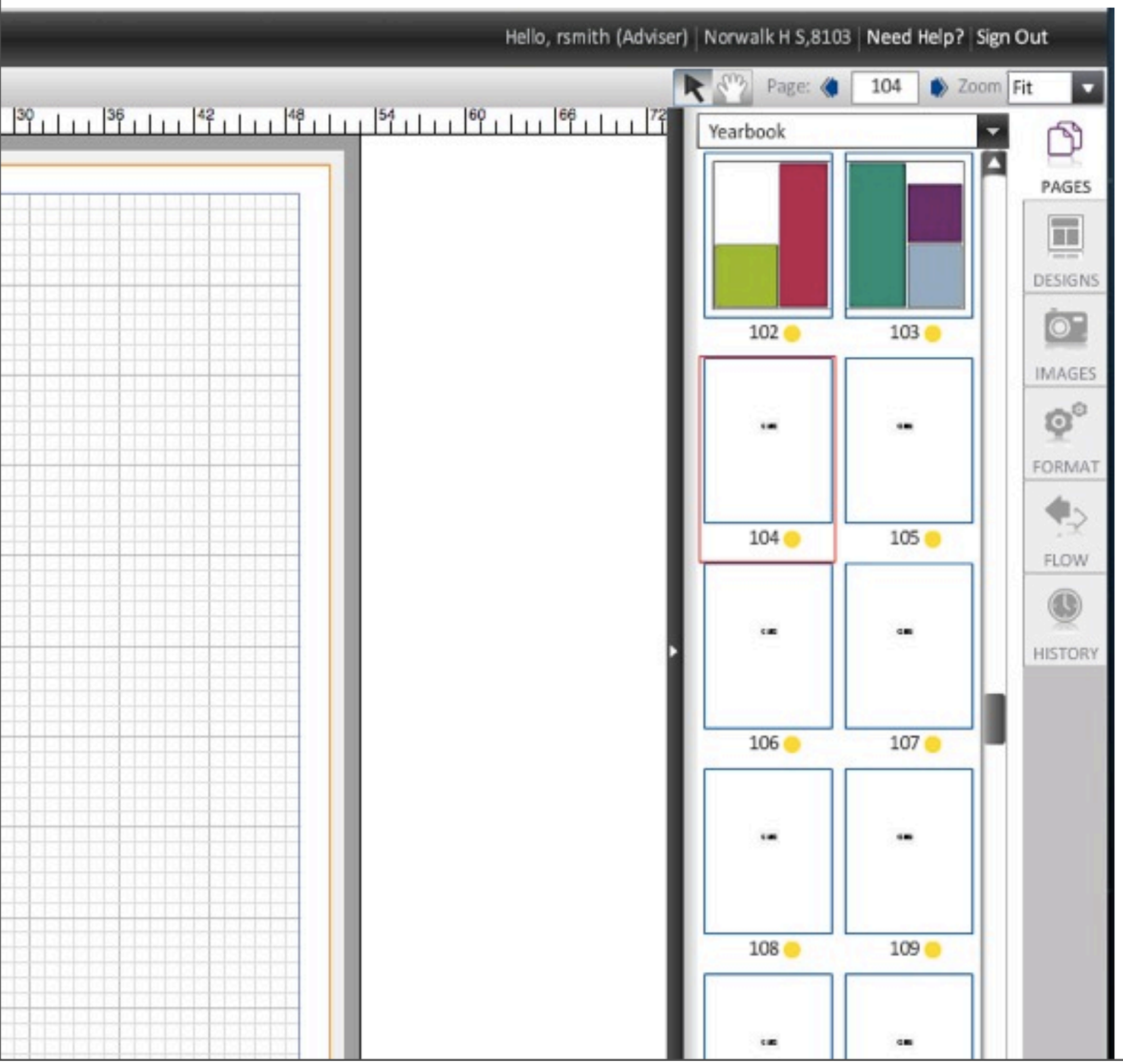
ReplayIt Site scheduled to rollover July 1st.

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

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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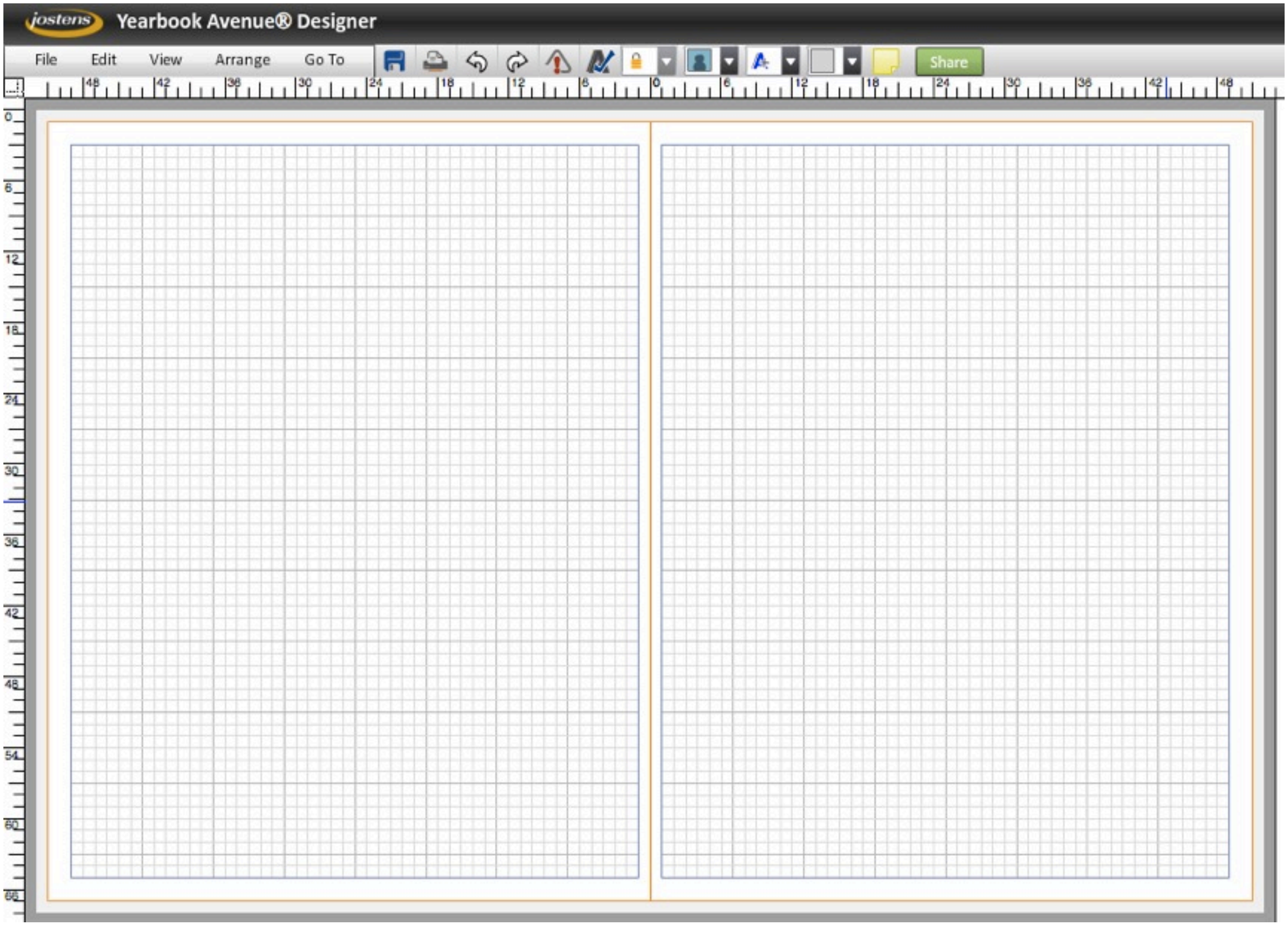
THE WORKSPACE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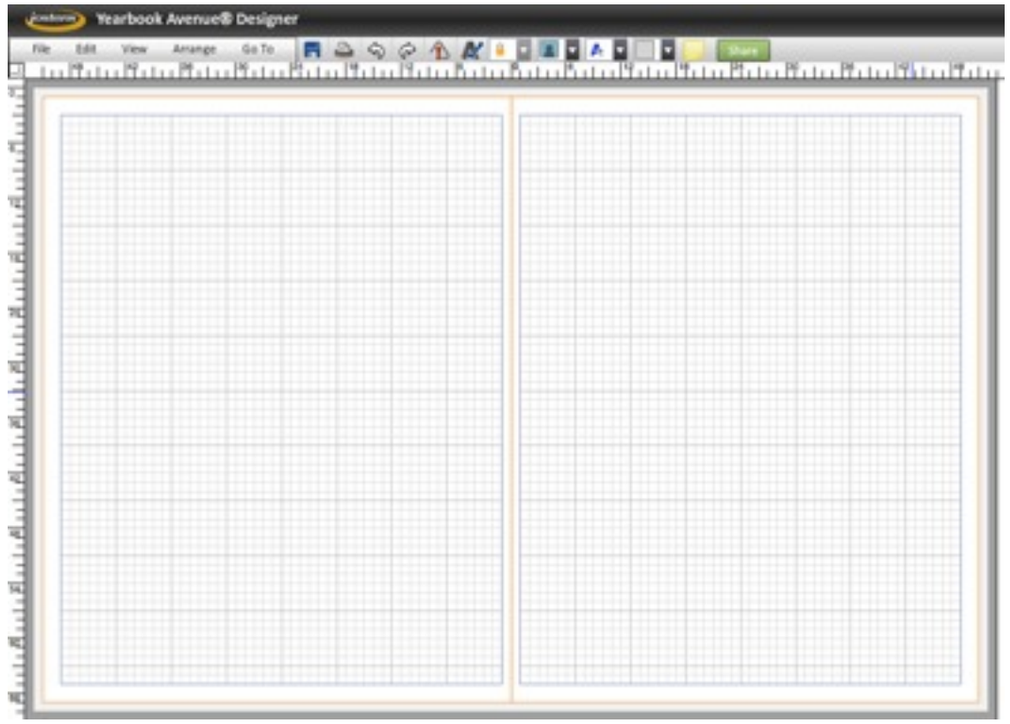
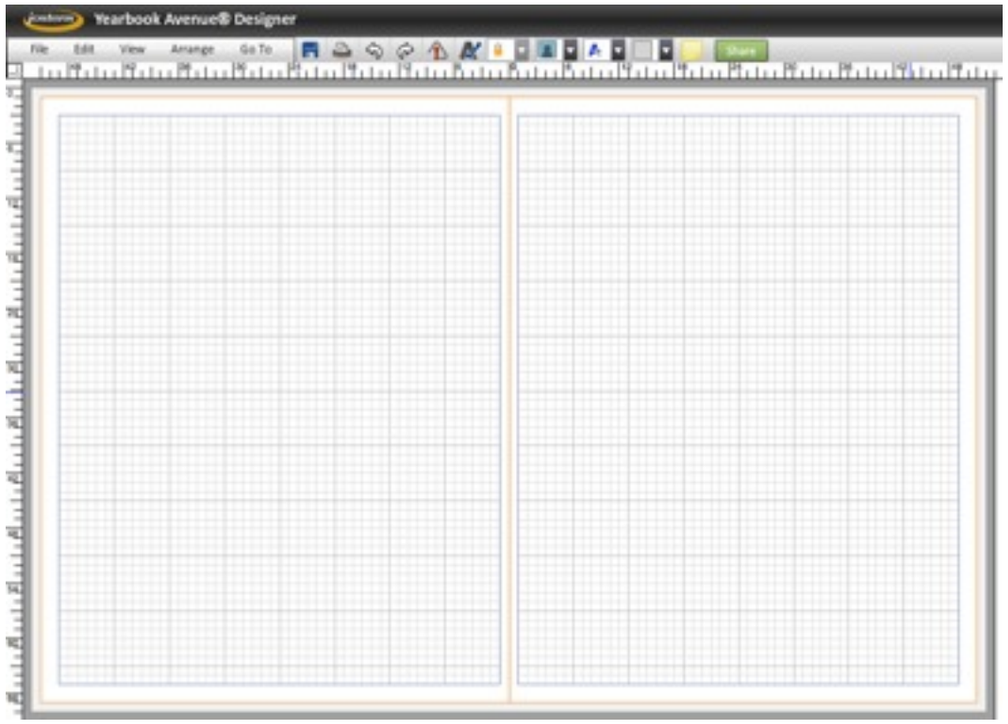
What is Yearbook Avenue?



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.



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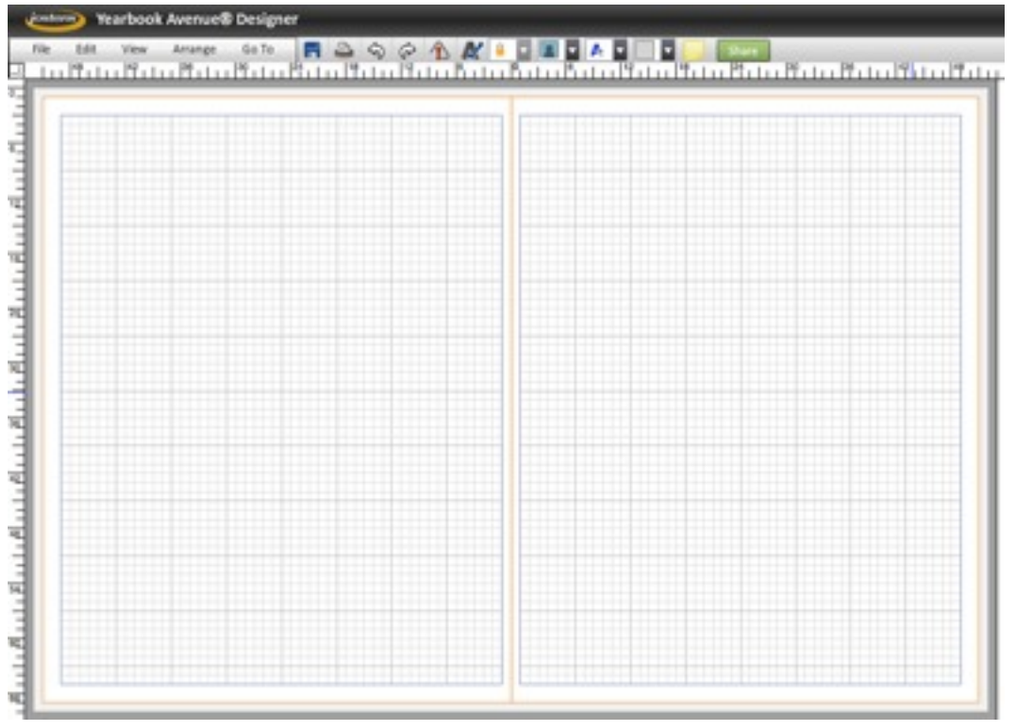
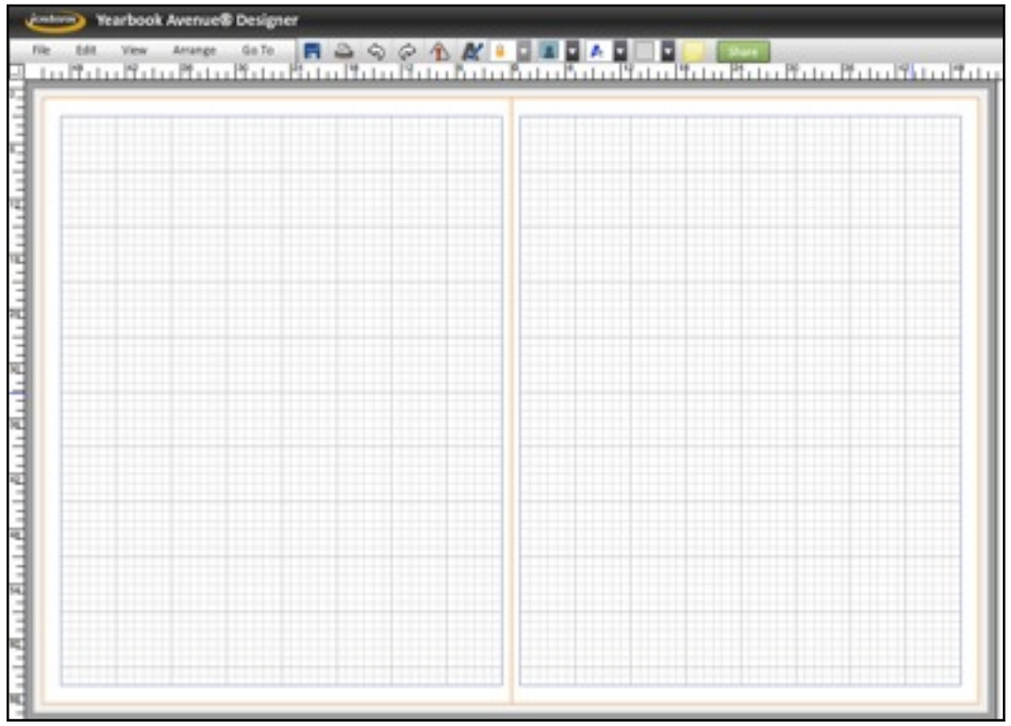
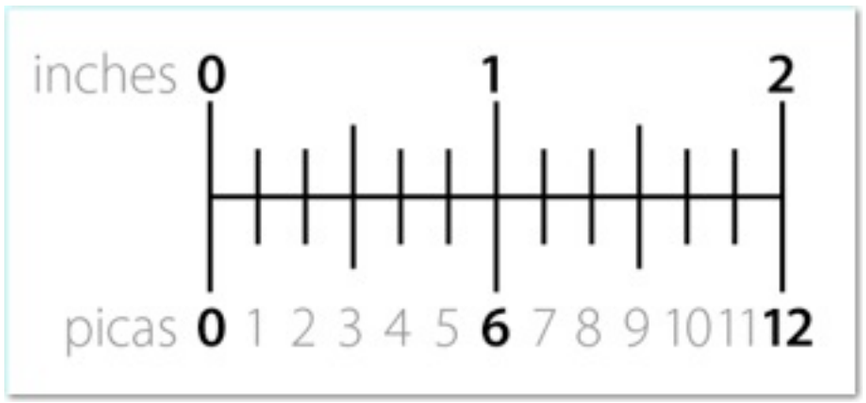
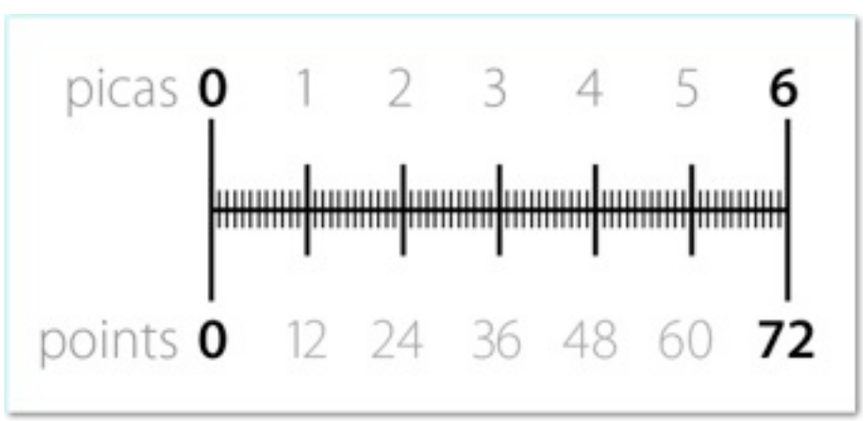


Picas and points

The units of measurement are picas and points.







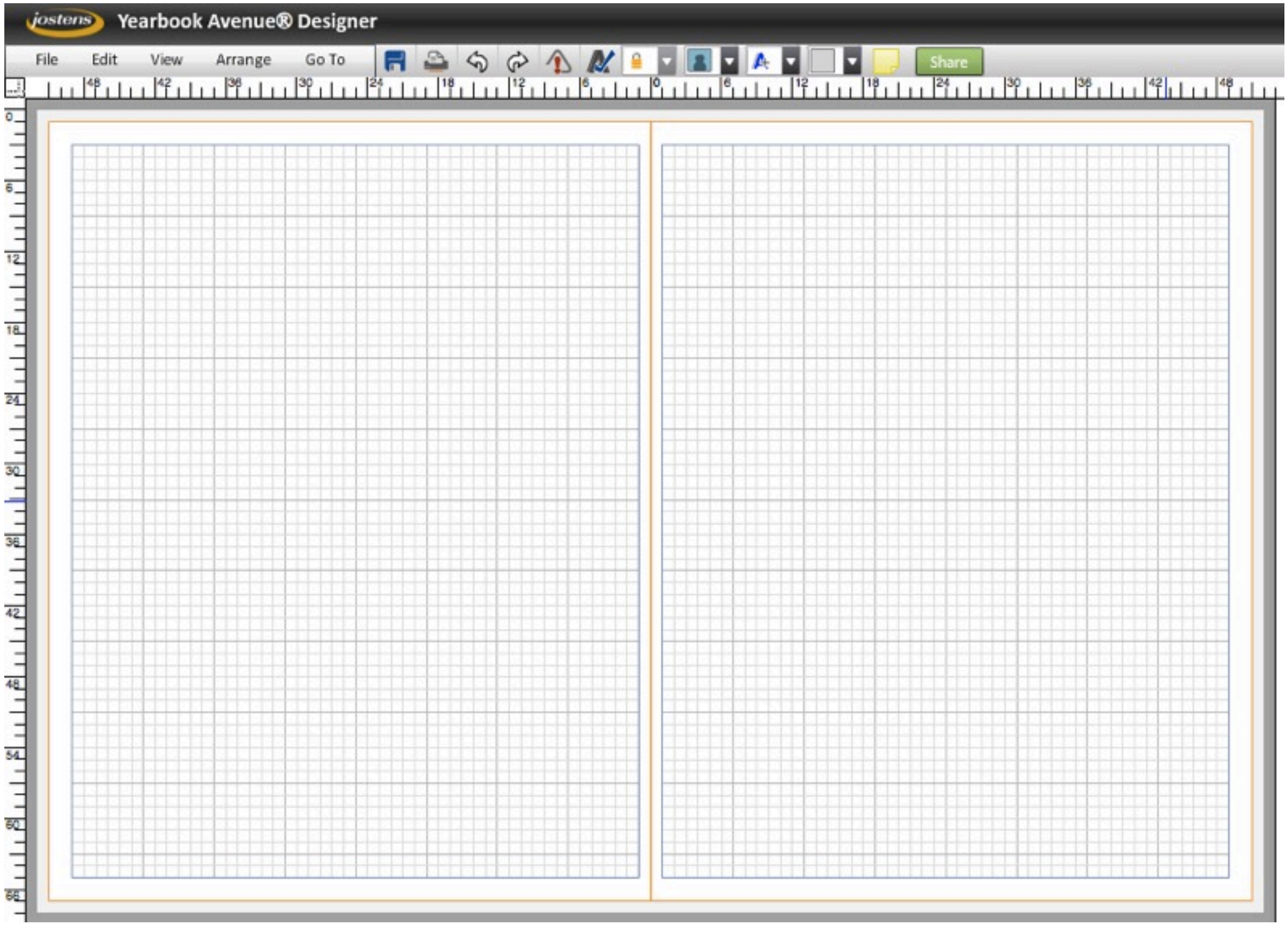
POINTS & PICAS

1 inch = 72 points

1 inch = 6 picas

1 pica = 12 points

THE GRID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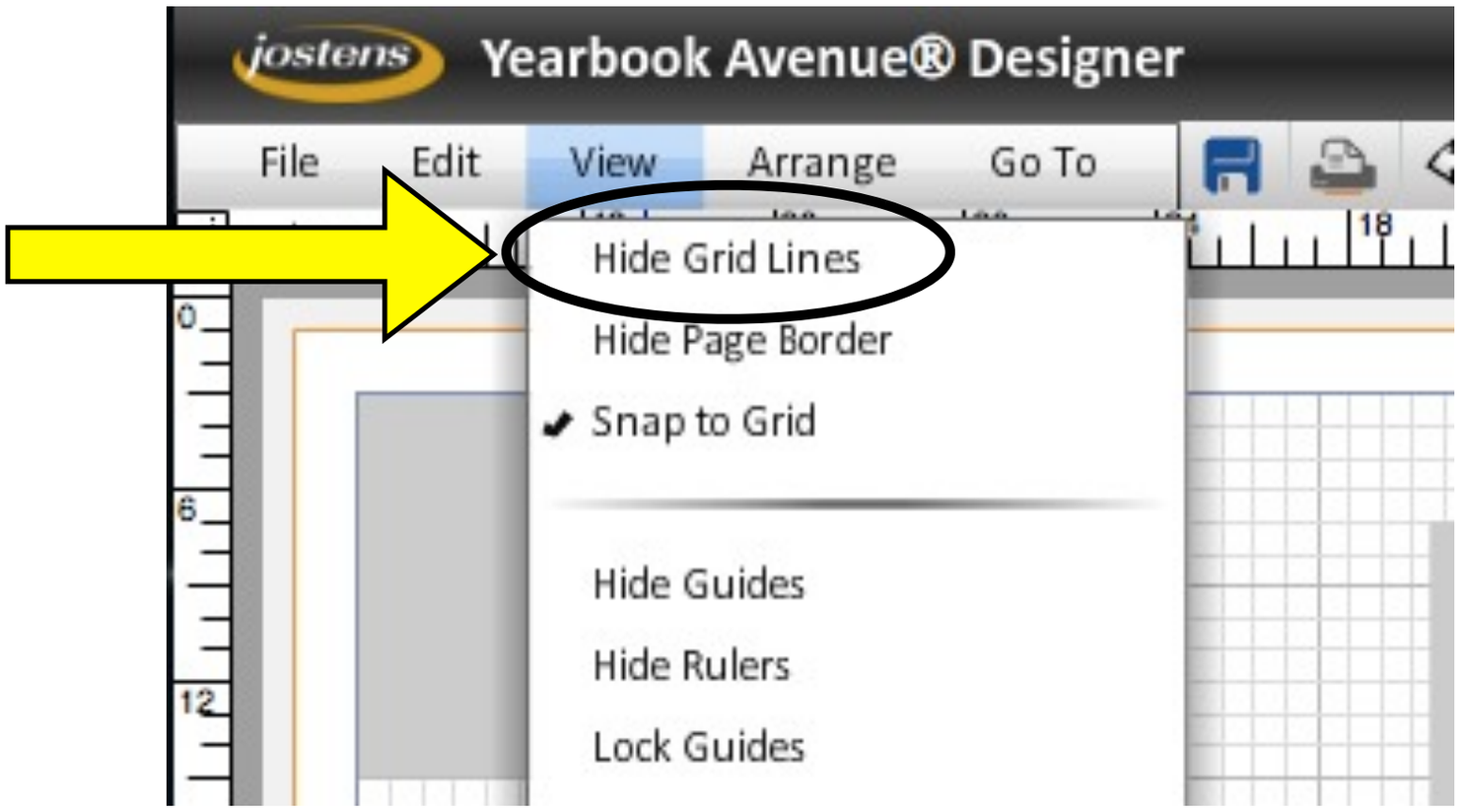
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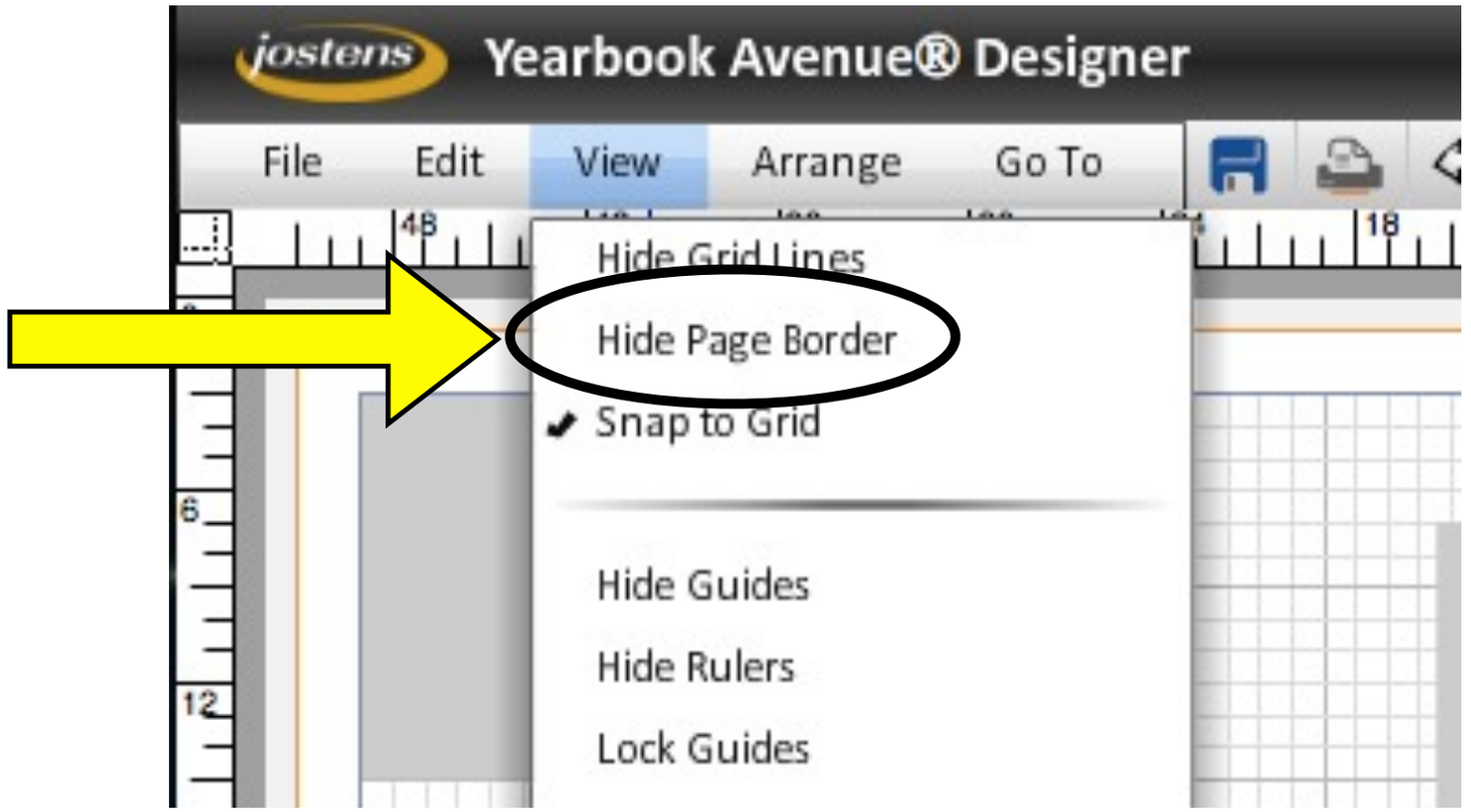
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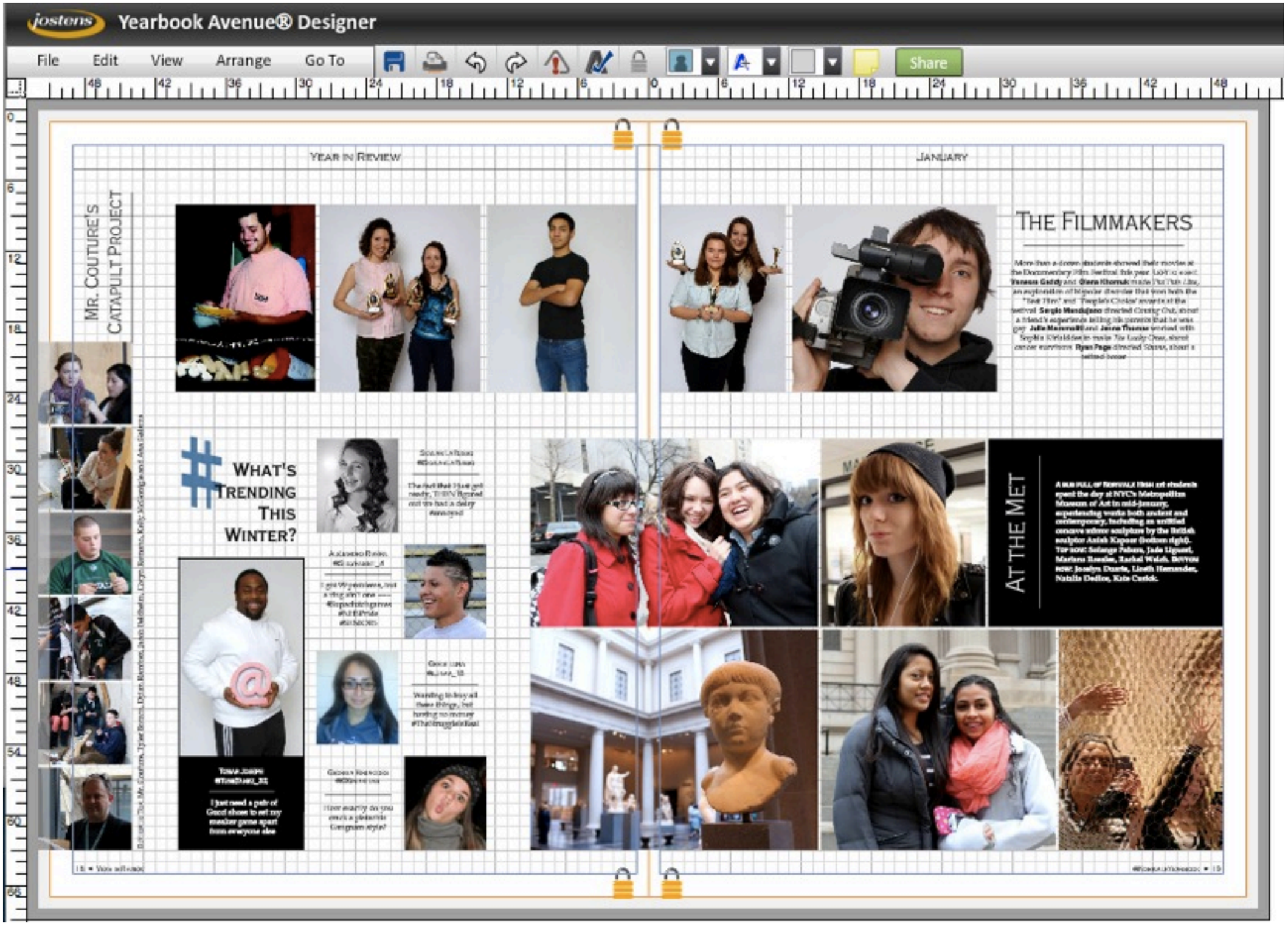
2013 YEARBOOK
PAGES 18-19



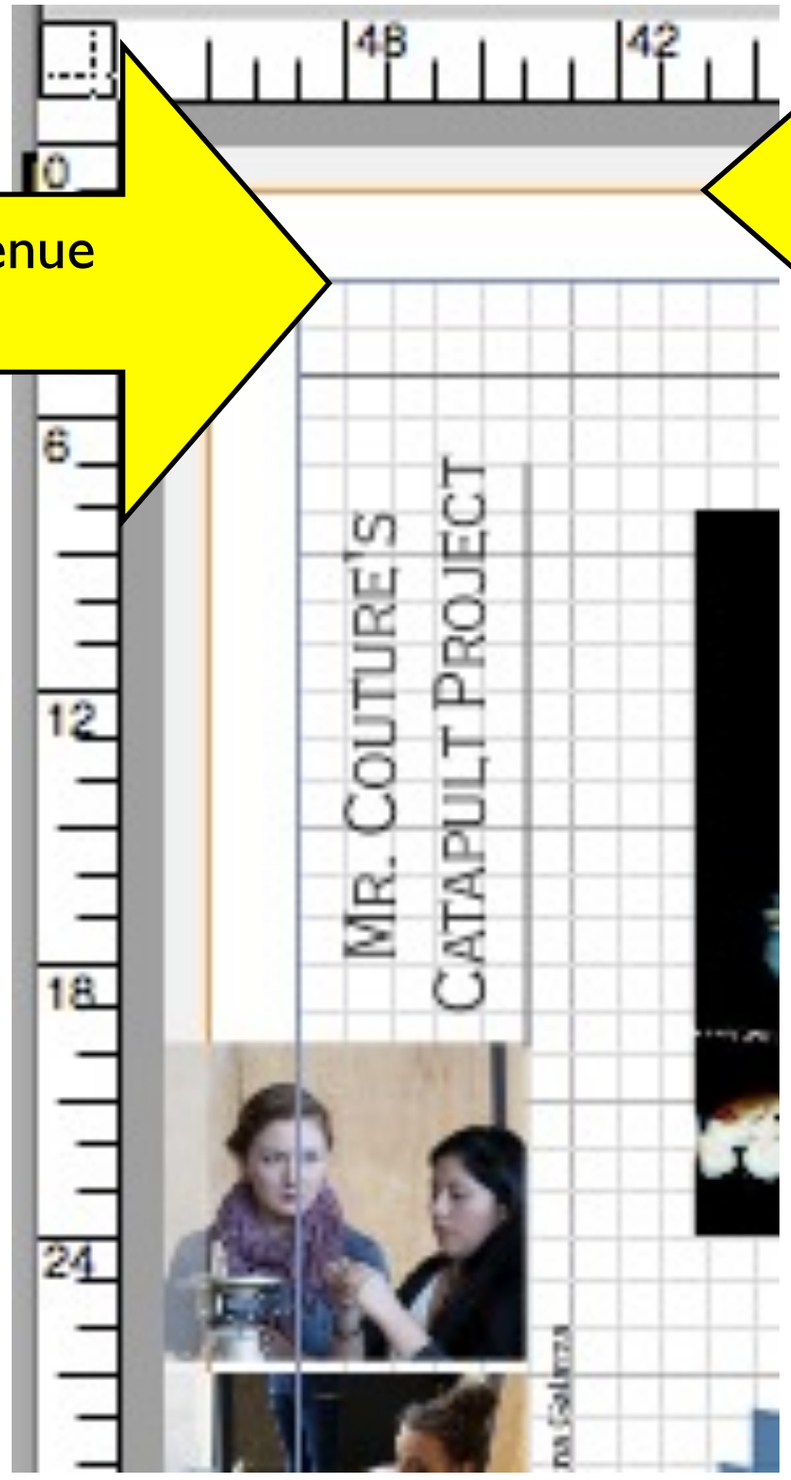
MARGINS

Publishing & printing vocab:

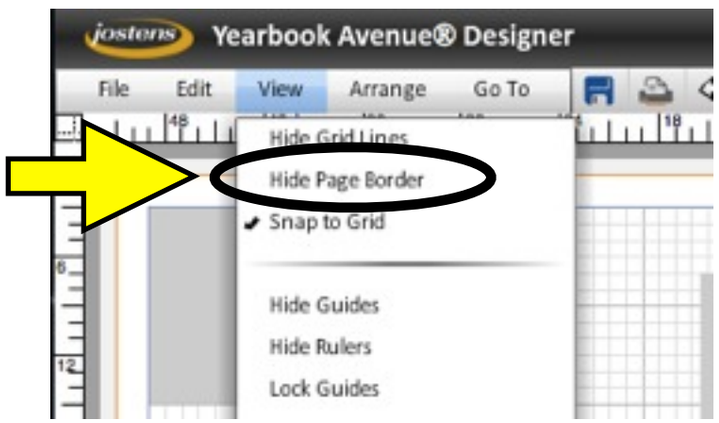
The **margins** — top, bottom, and either side — is that usually empty space between the trim (where the page is cut) and the live printing area (primary text and graphics) of the page.

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.

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orange line: actual page border

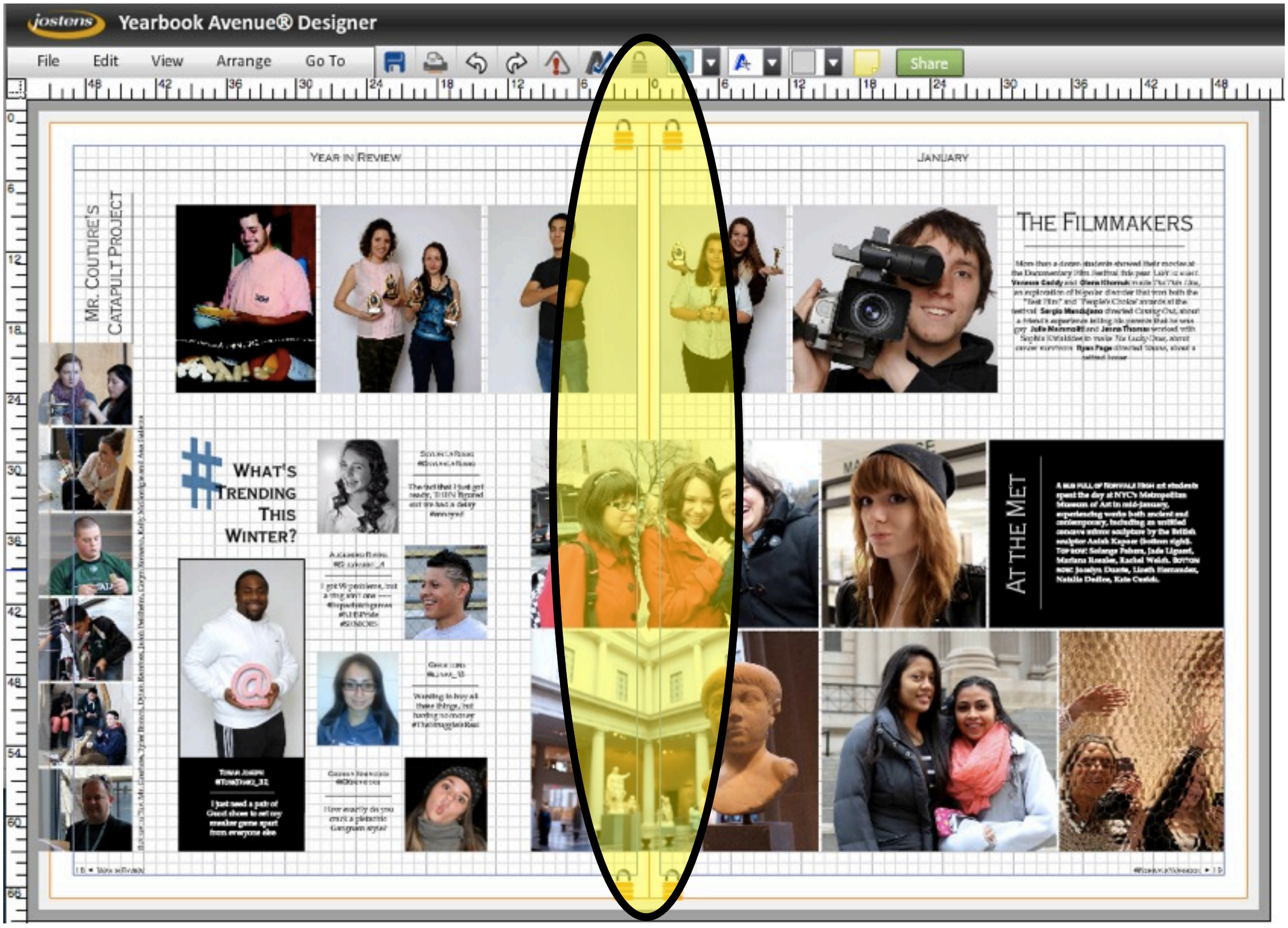
NEVER place text outside the blue lines.

the shaded area is extra margin (it will NOT be printed)

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

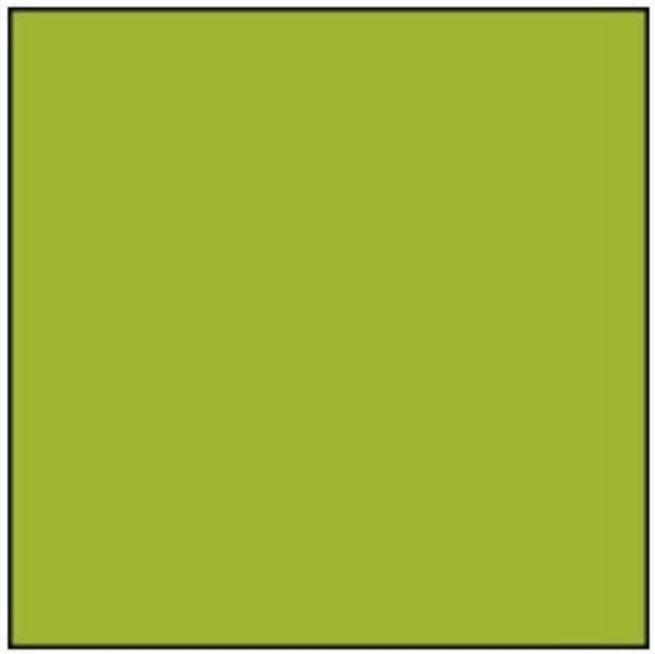
GUTTER

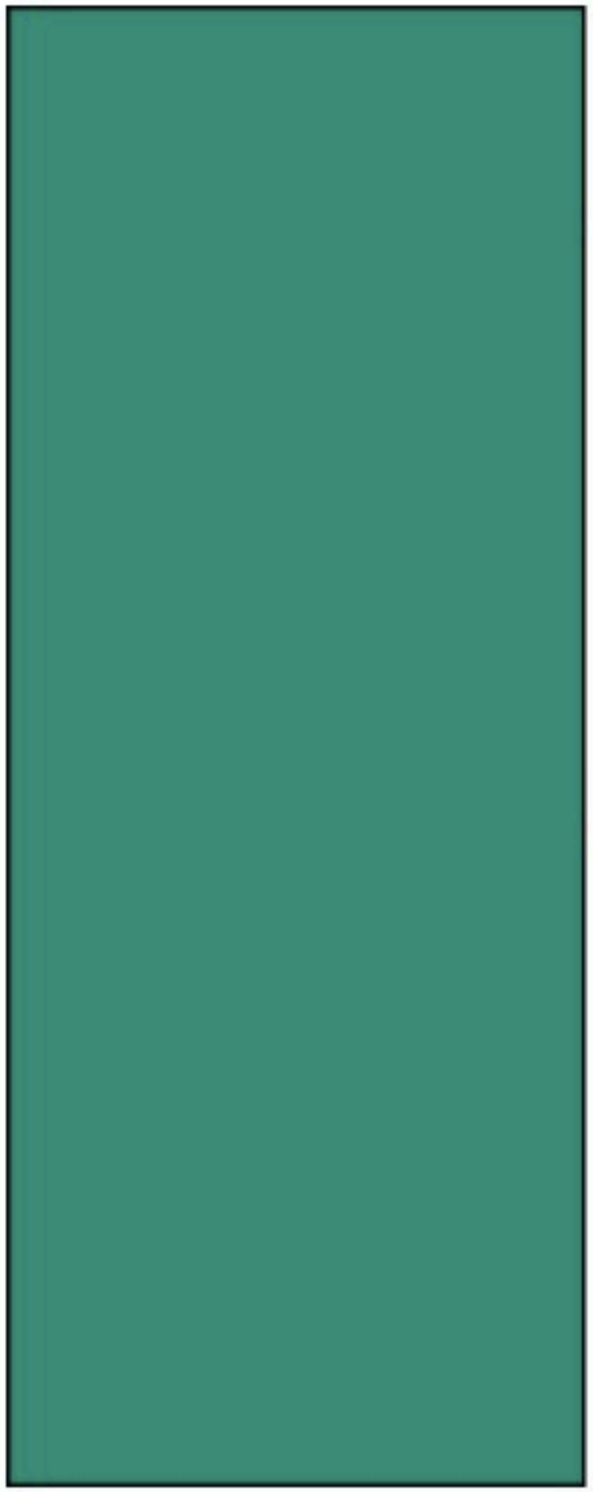
Publishing & printing vocab:
The inside margins between two facing pages is the **gutter**.

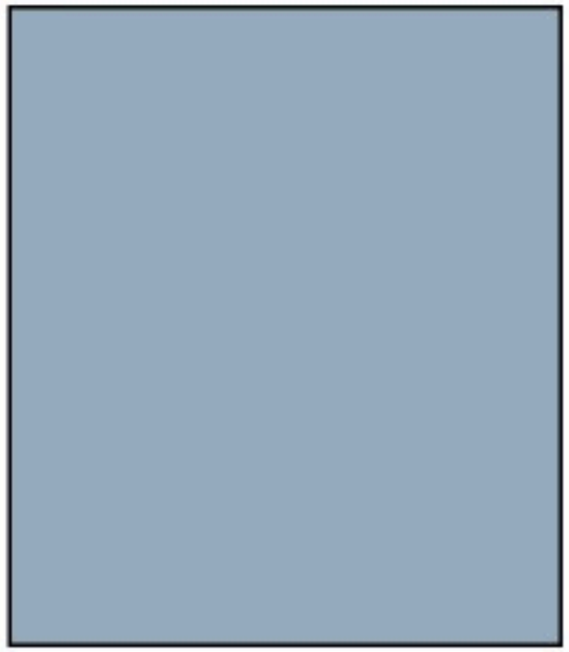


Yearbook Avenue Practice Page #1

Your name

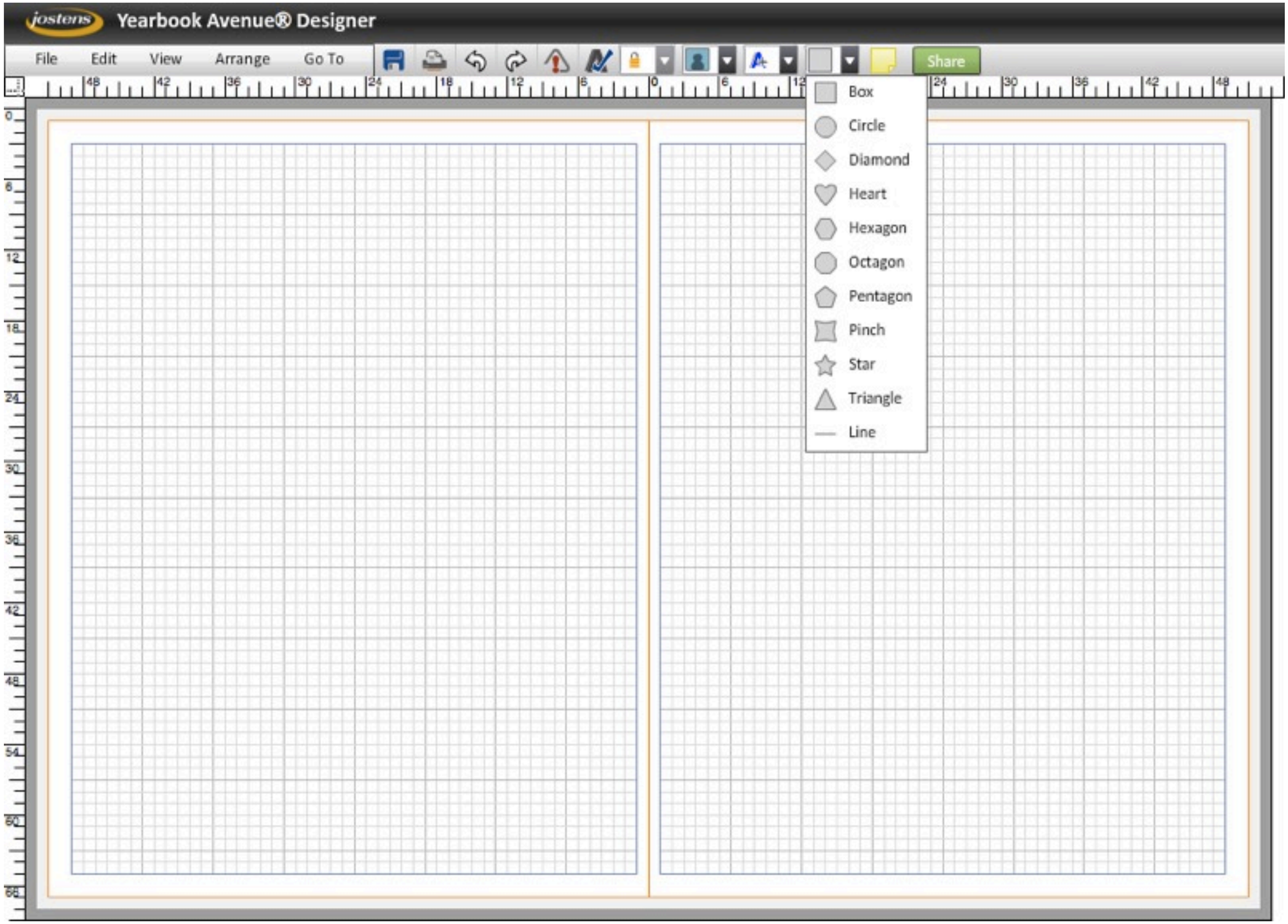






SHAPES

- **Create a box**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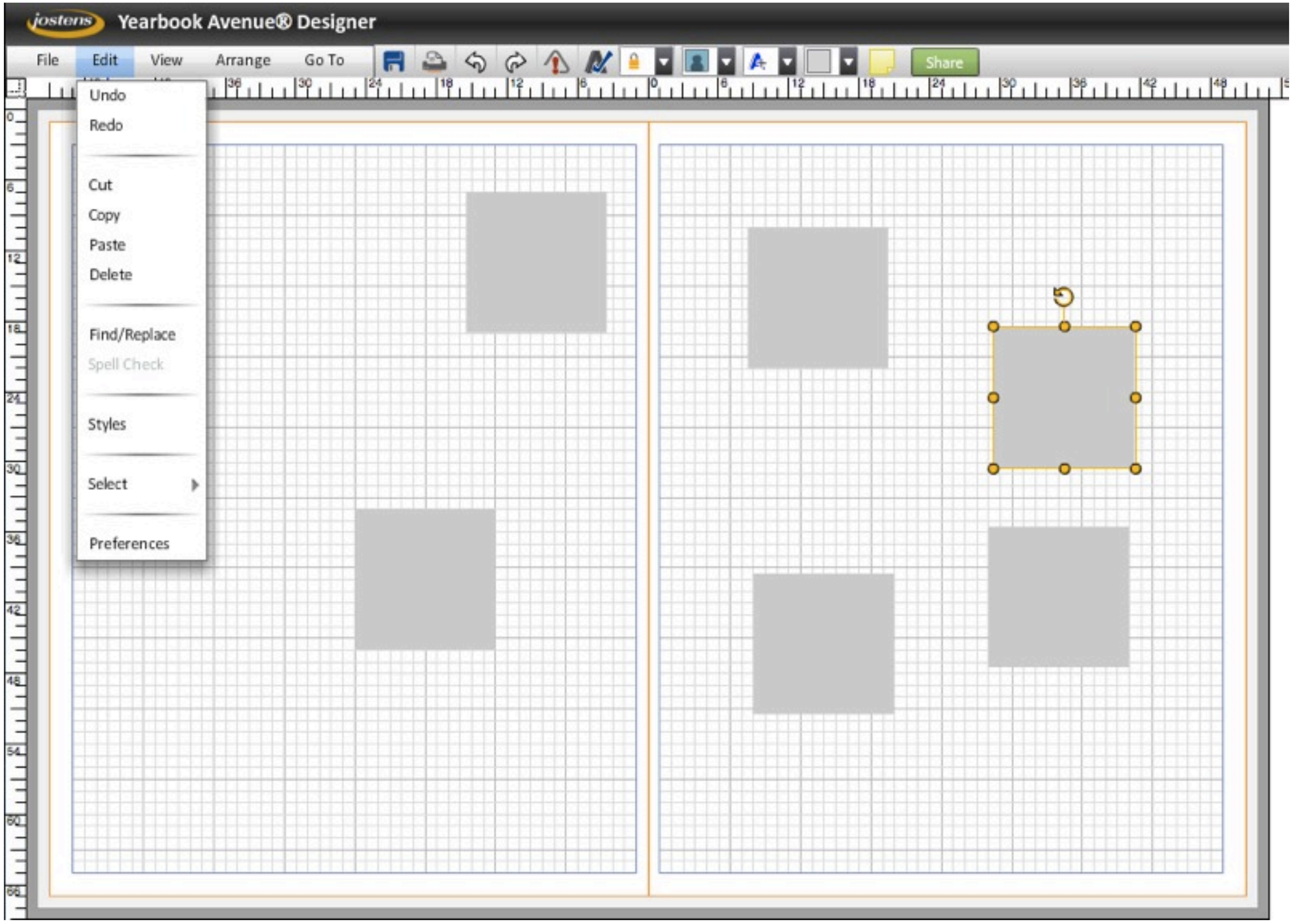
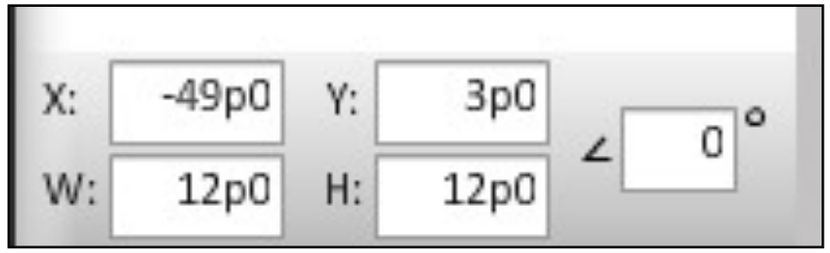
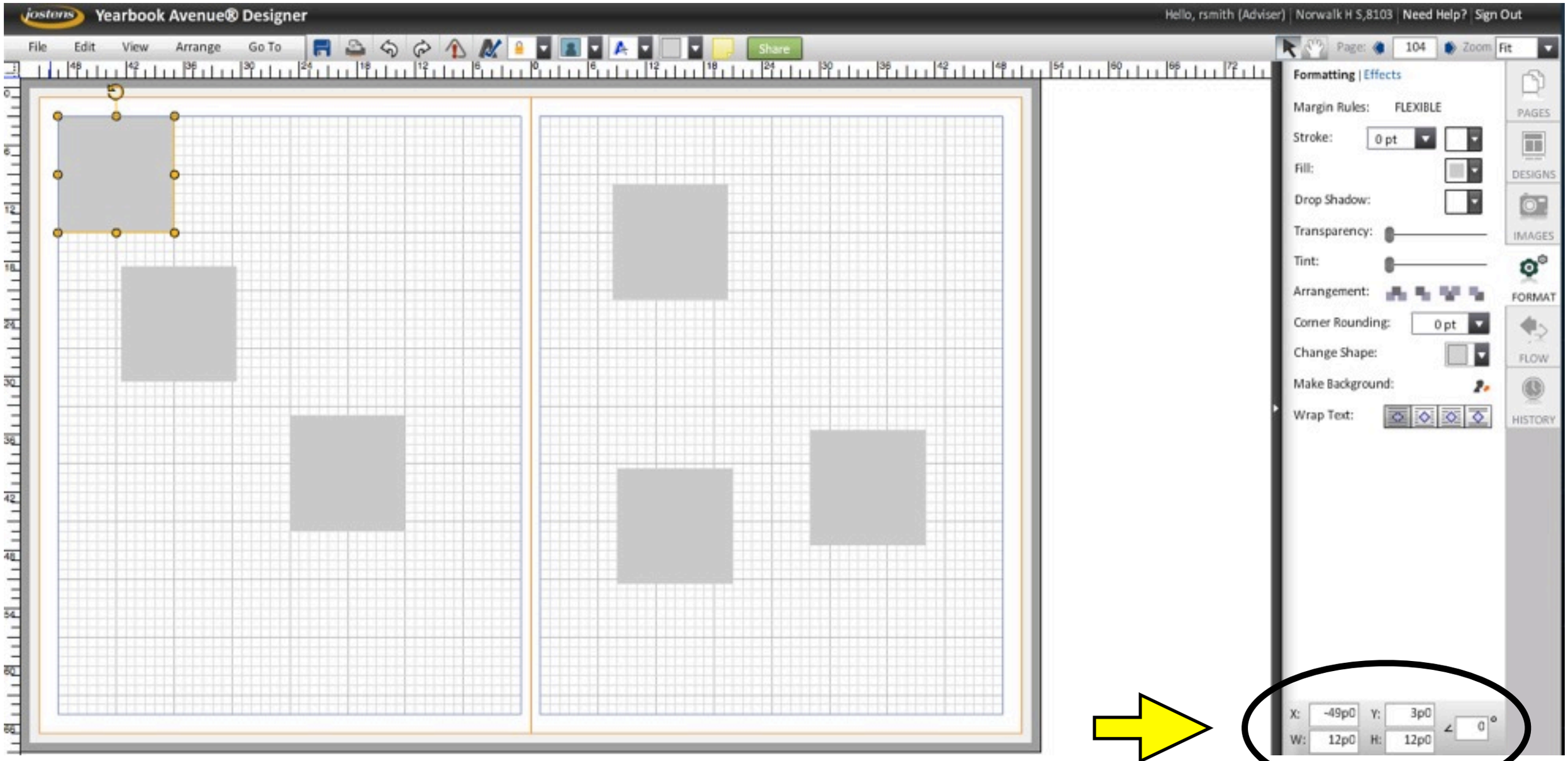
Star
Triangle
Line

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



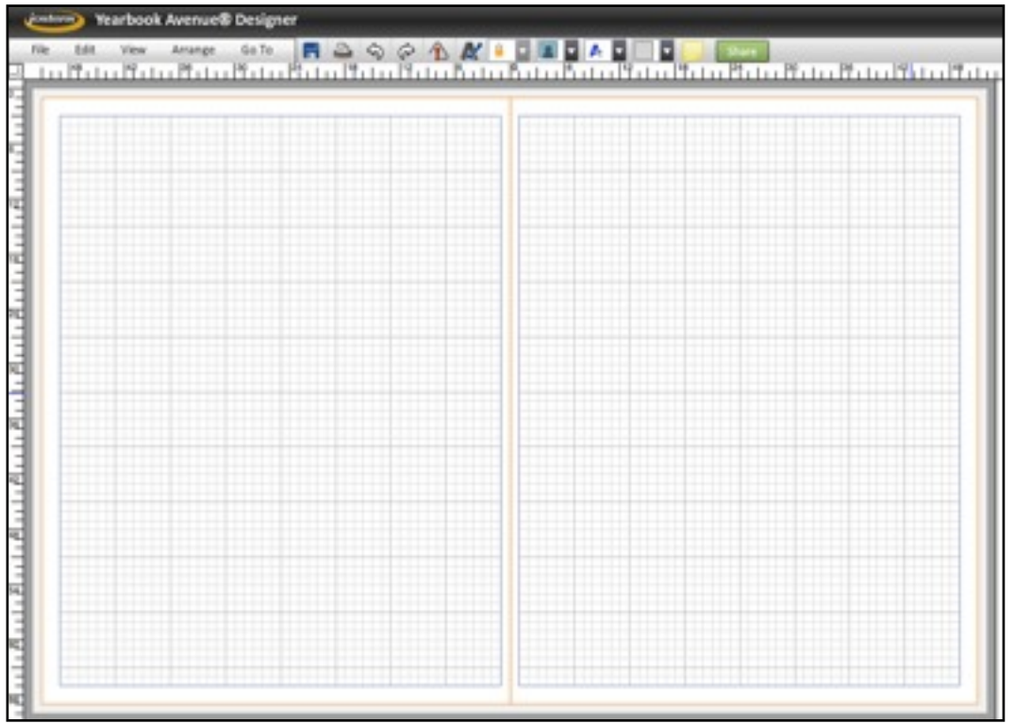
COORDINATES

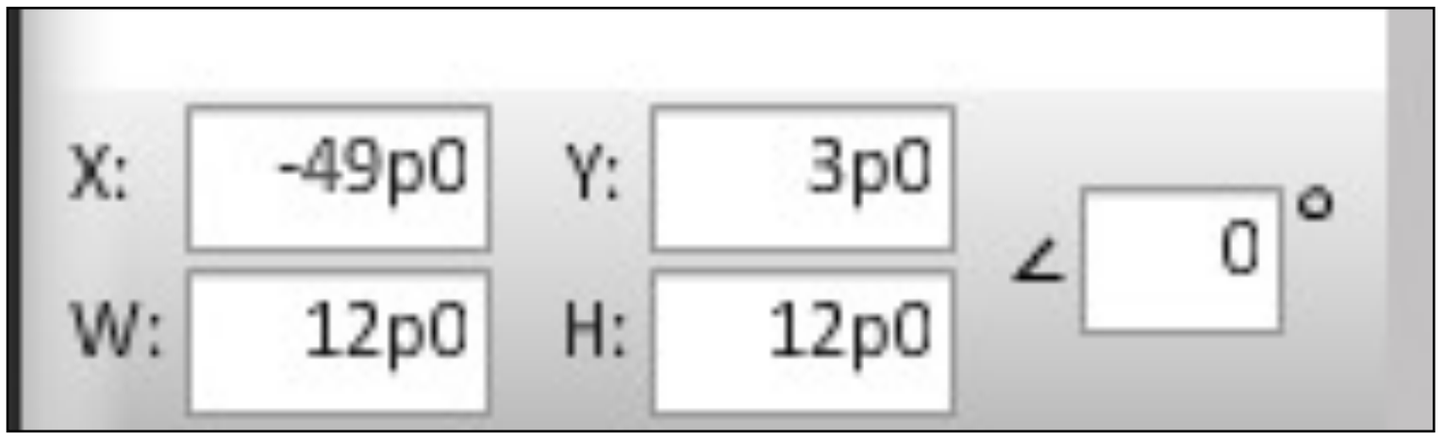




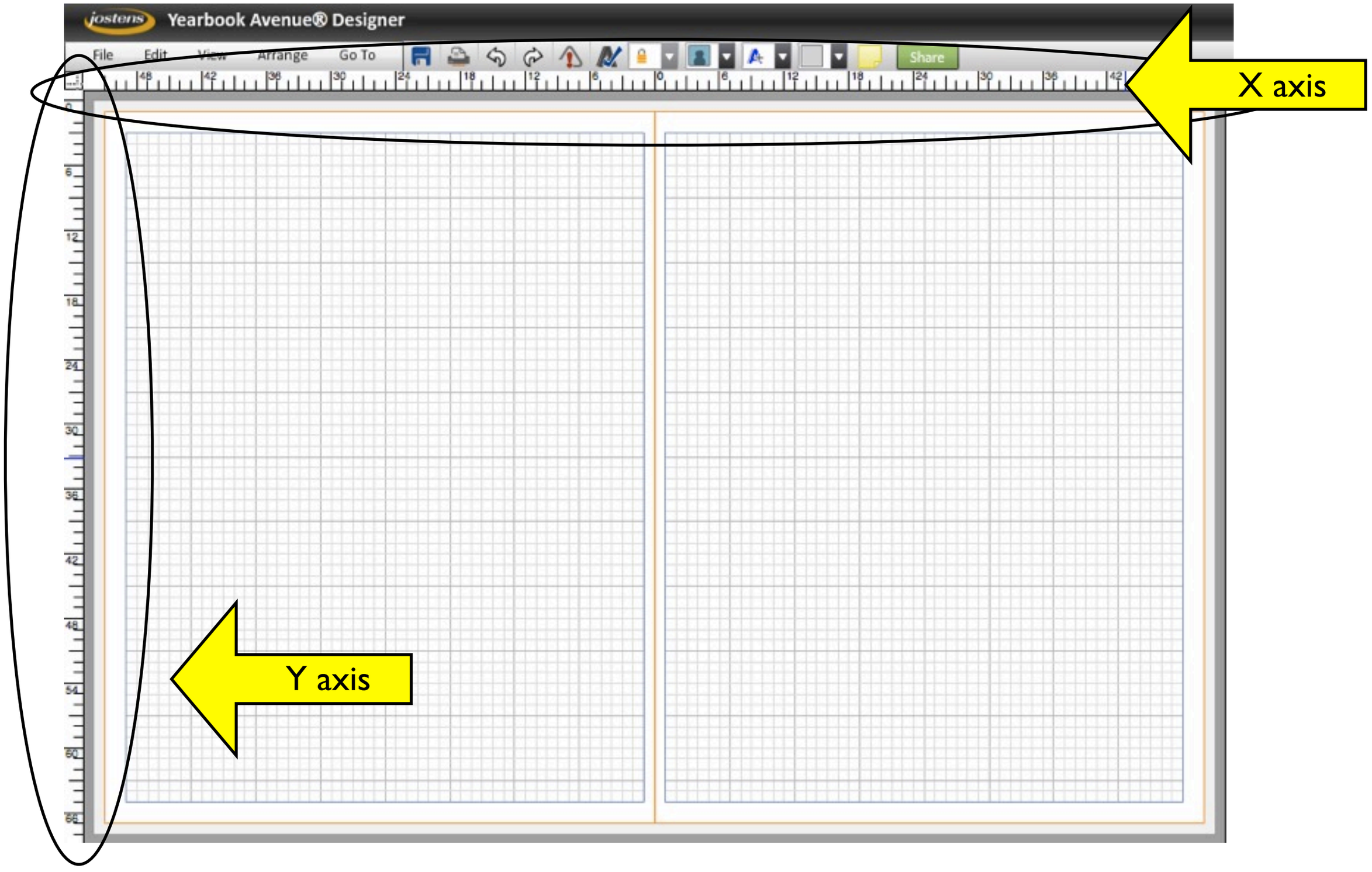
Coordinates

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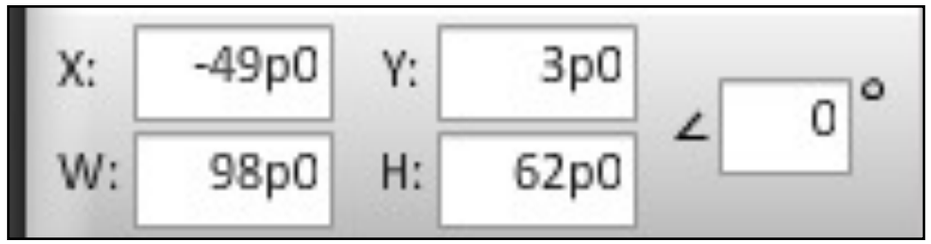
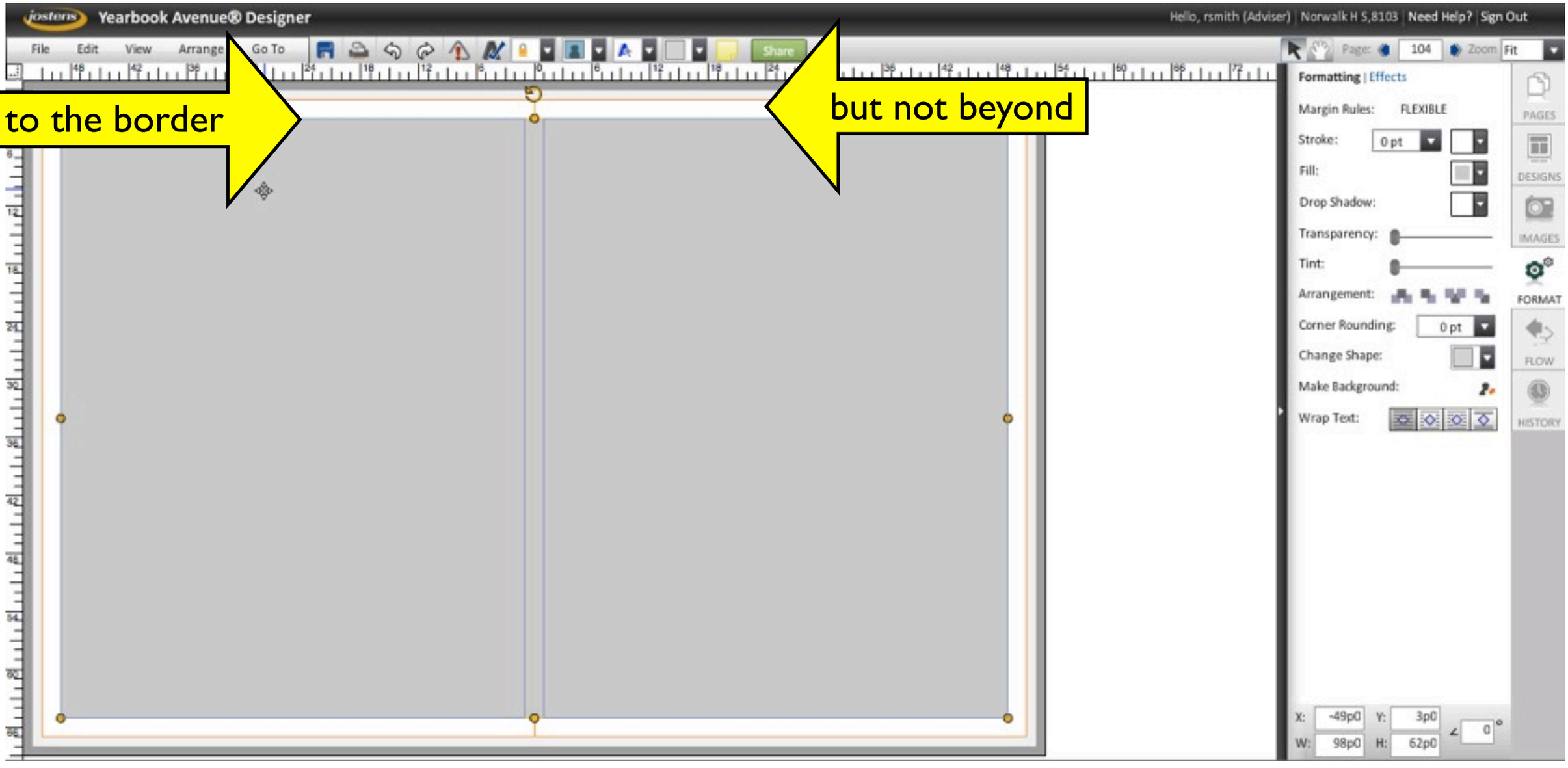
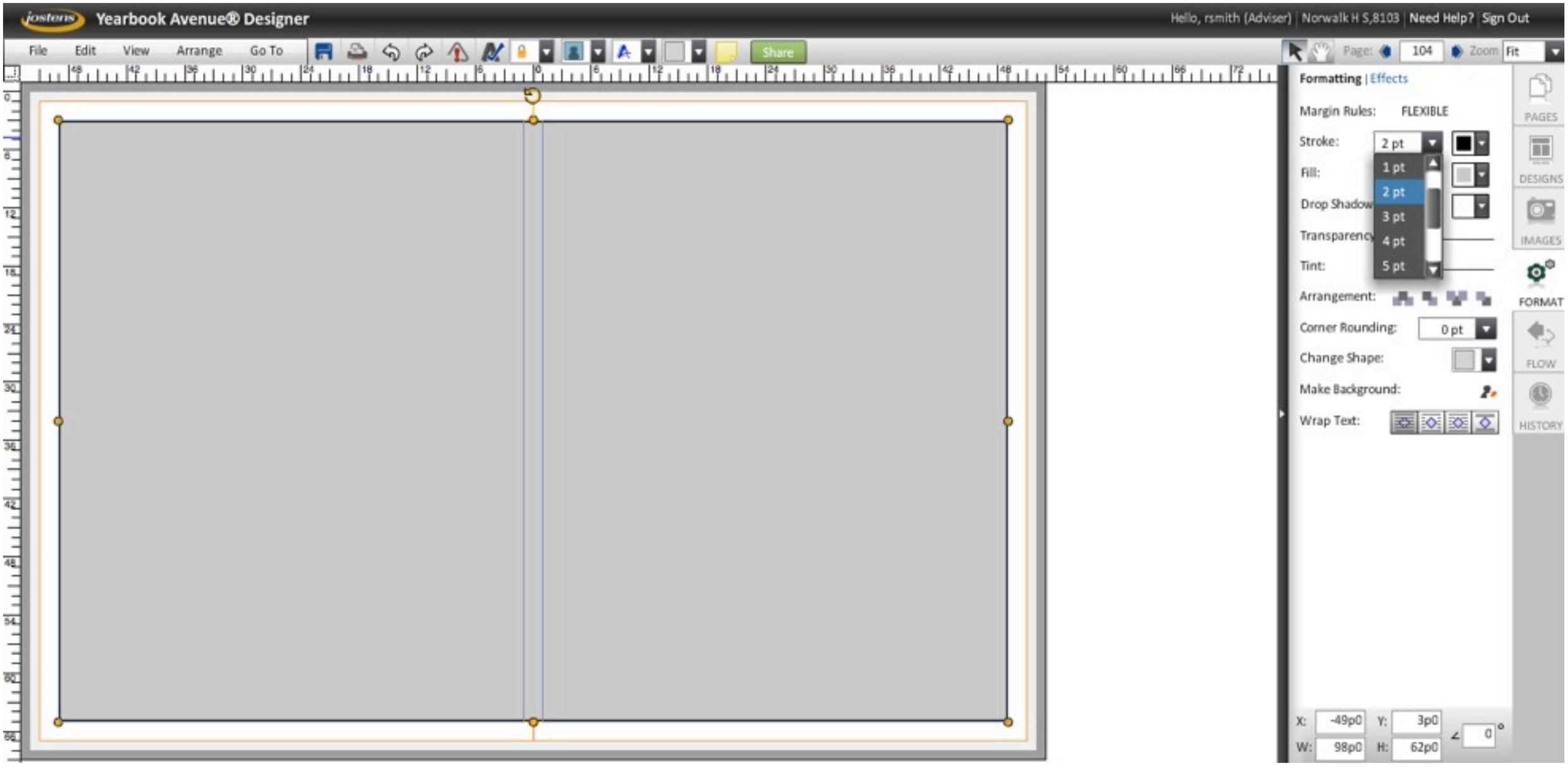
- **Expand the box to fill the page from border to border (but not beyond)**





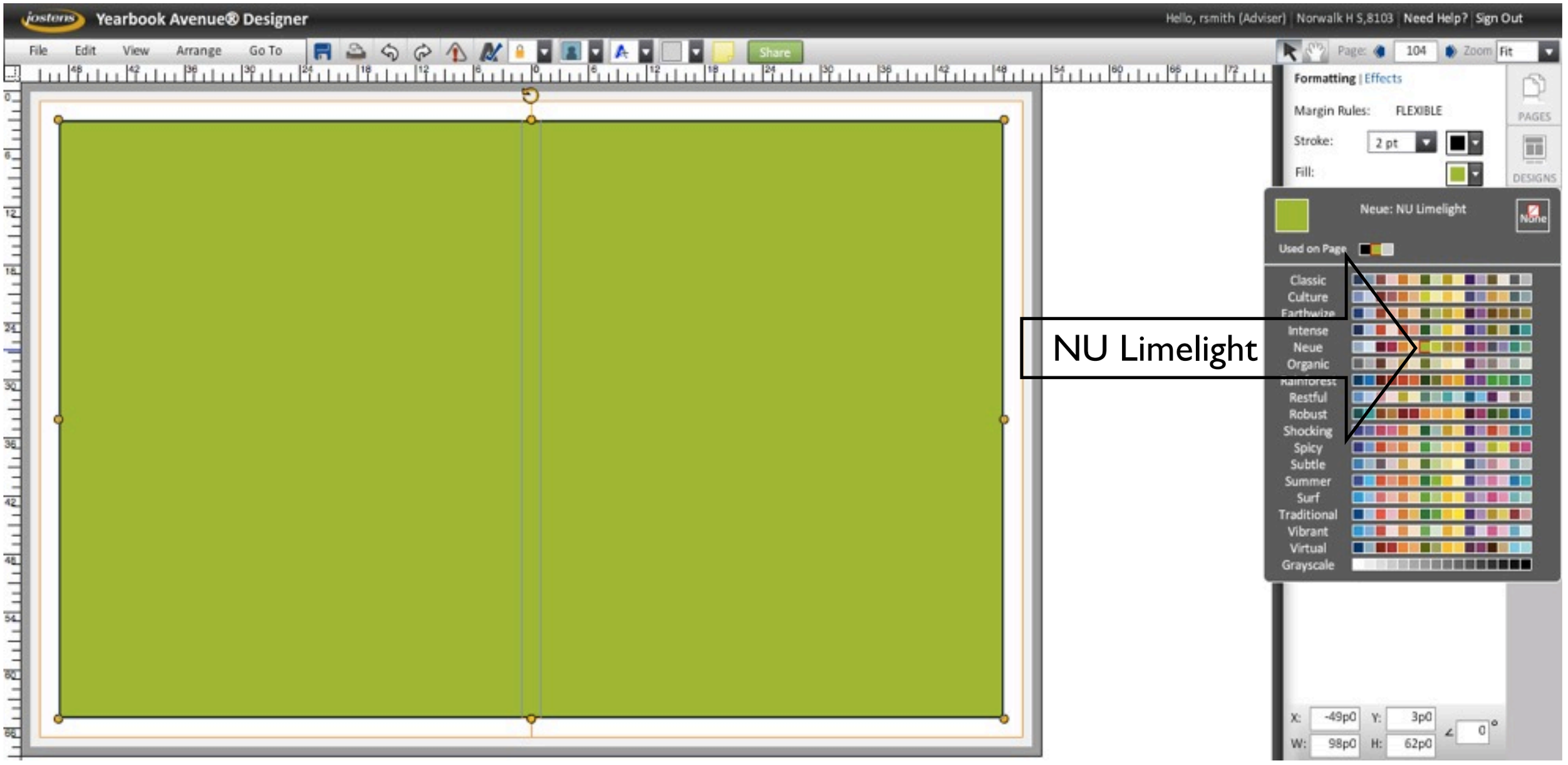
- **Make a 2-point border around the box using the "Stroke" command under the "Format" tab**

Publishing & printing vocab:
"stroke" = border



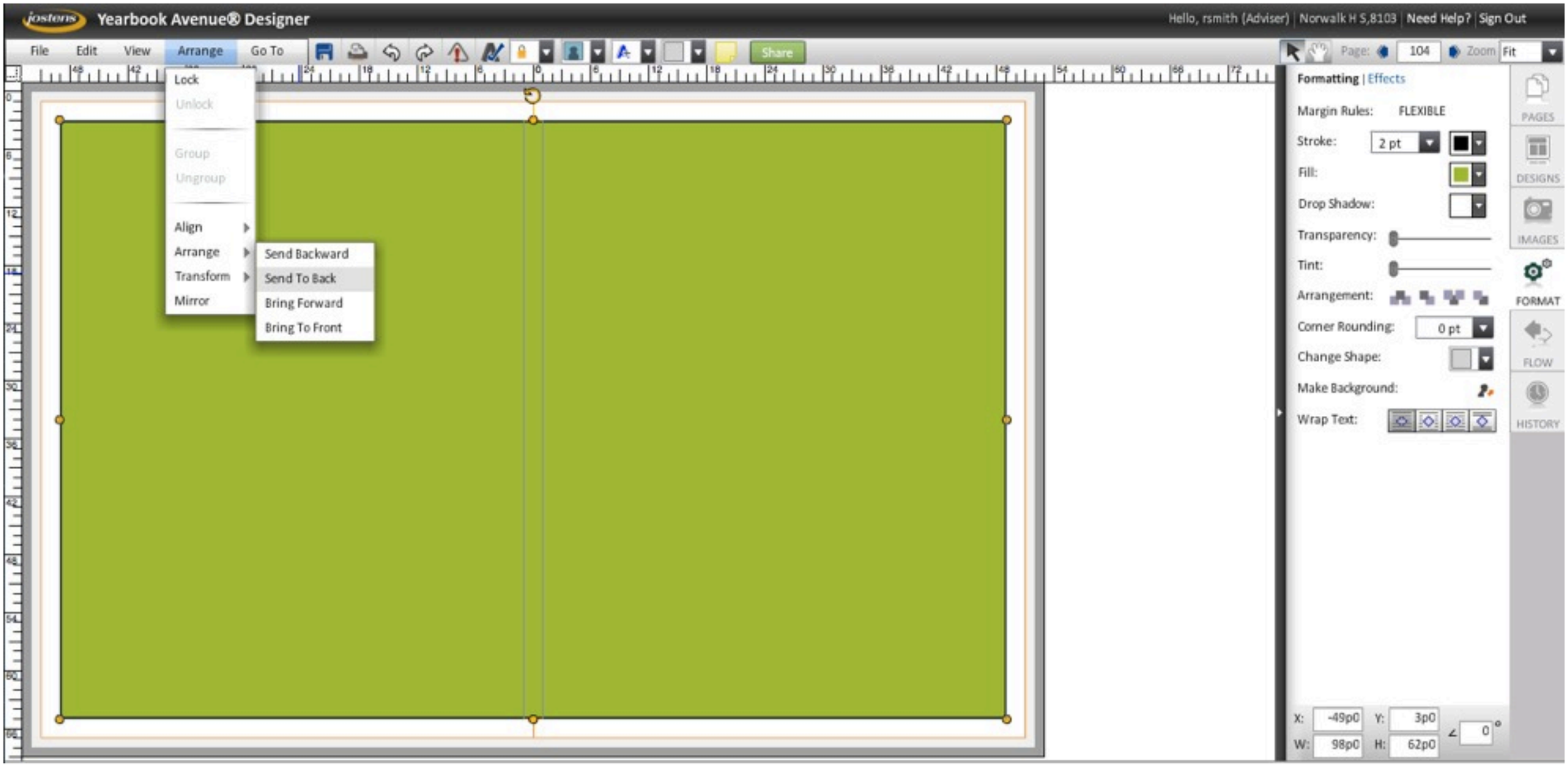
- **Change the box's fill color, also under the "Format" tab**

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



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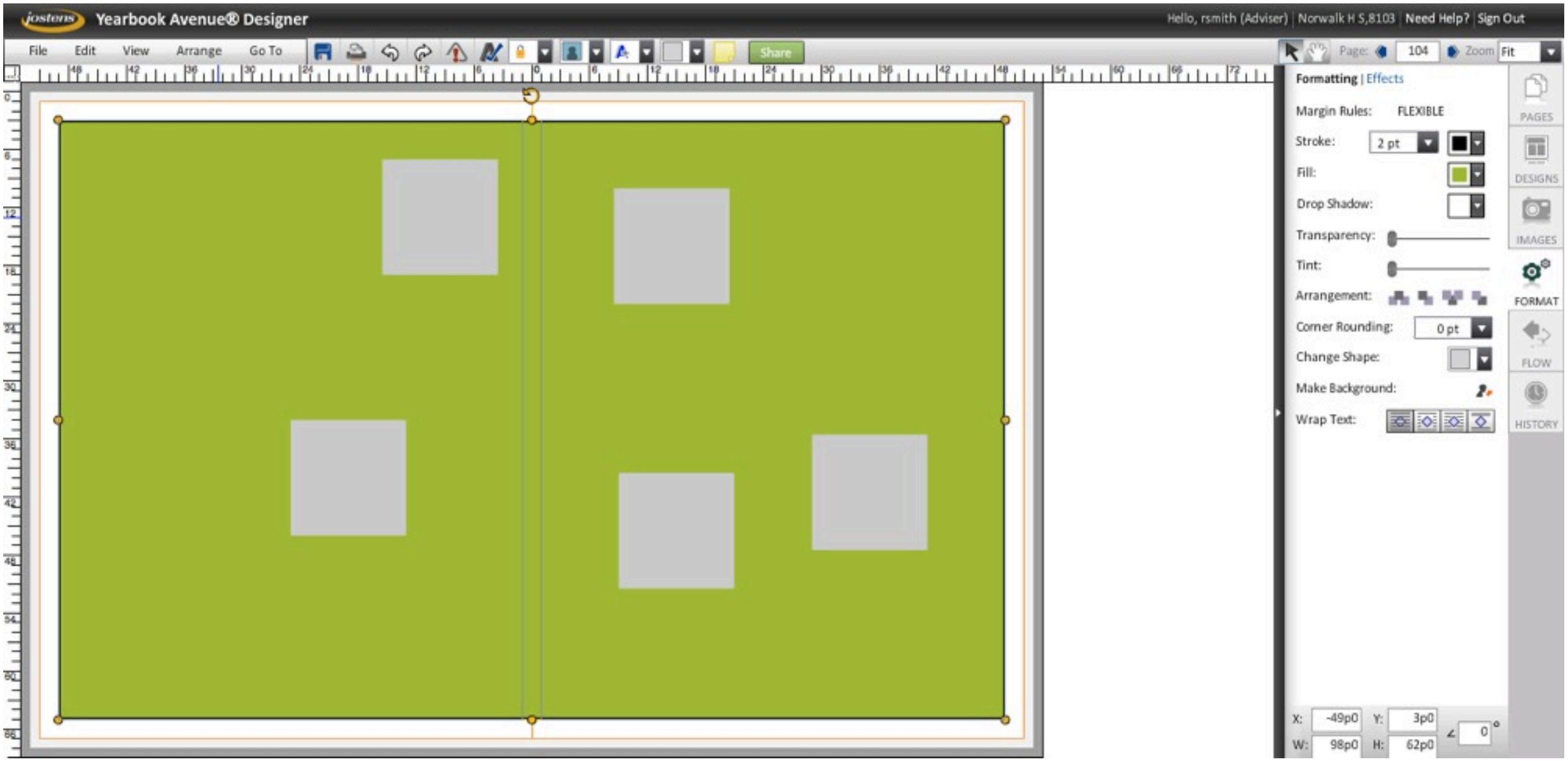
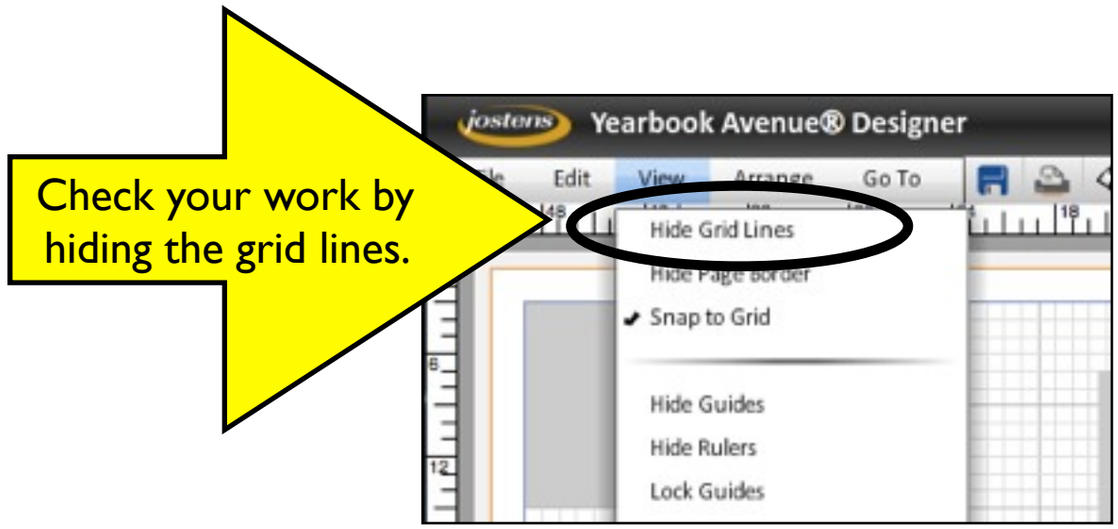
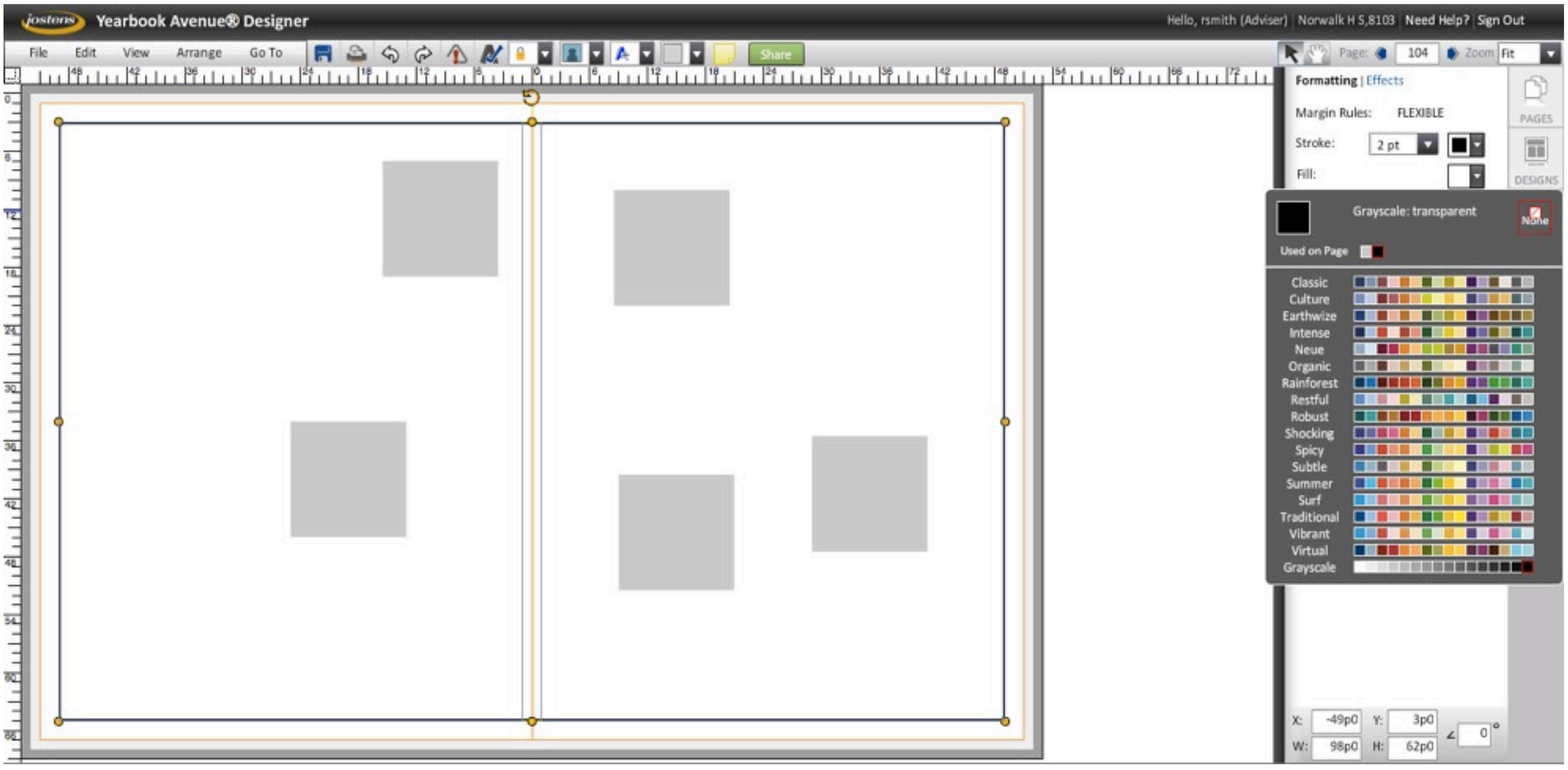


- **Erase the fill color in the big box.**

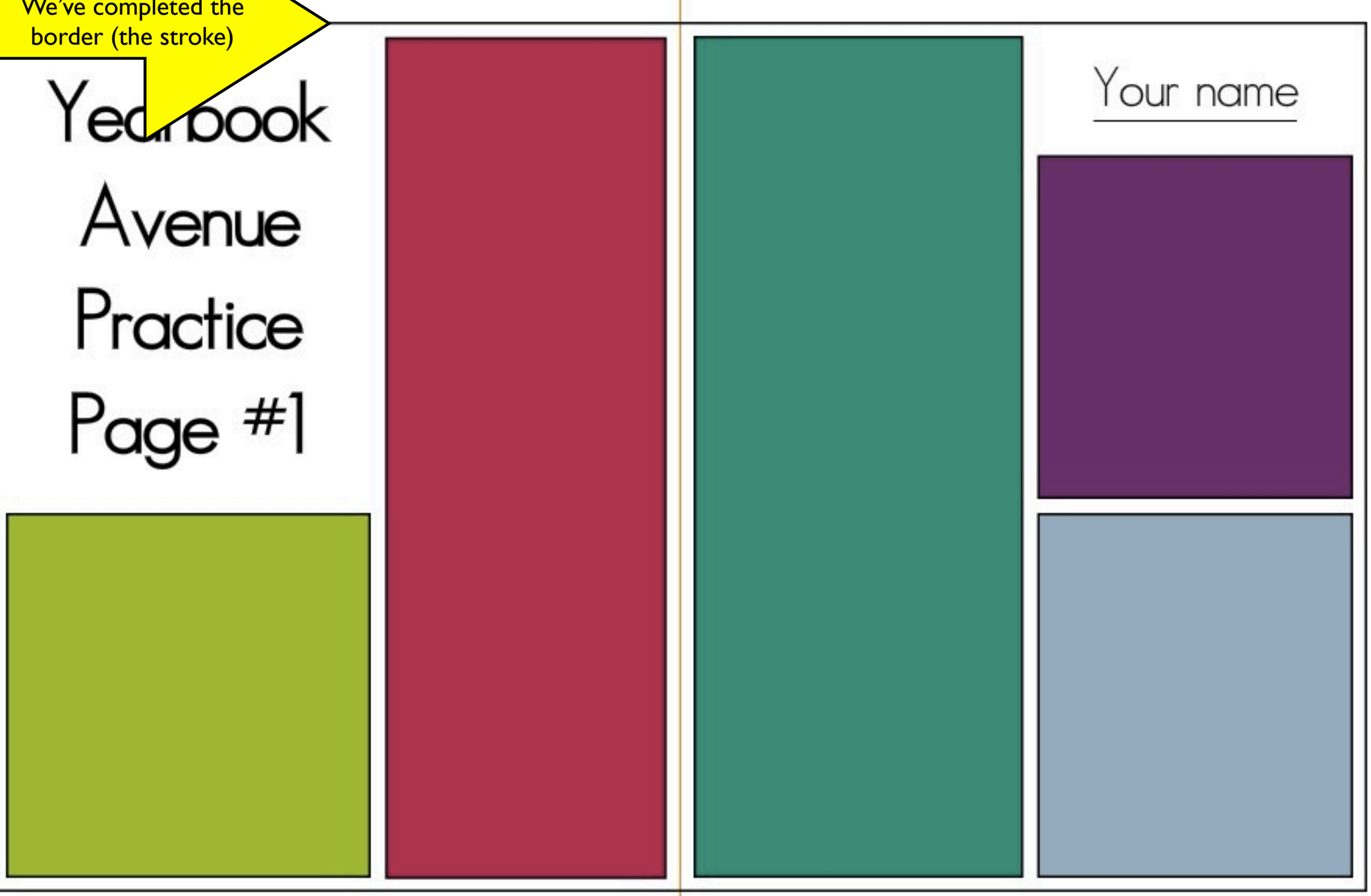




We've completed the border (the stroke)

Yearbook Avenue Practice Page #1

Your name



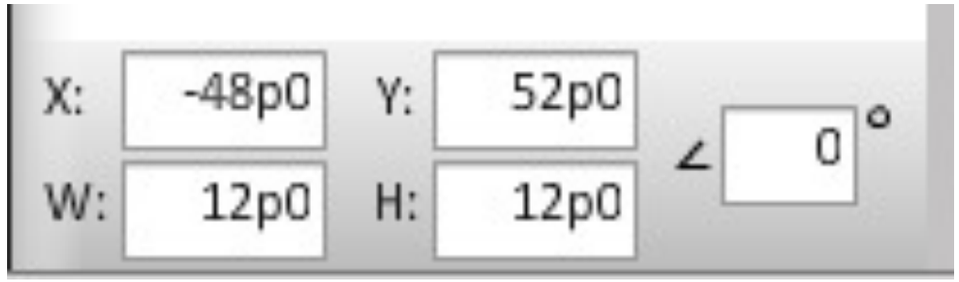
We've completed the border (the stroke)

Yearbook Avenue Practice Page #1

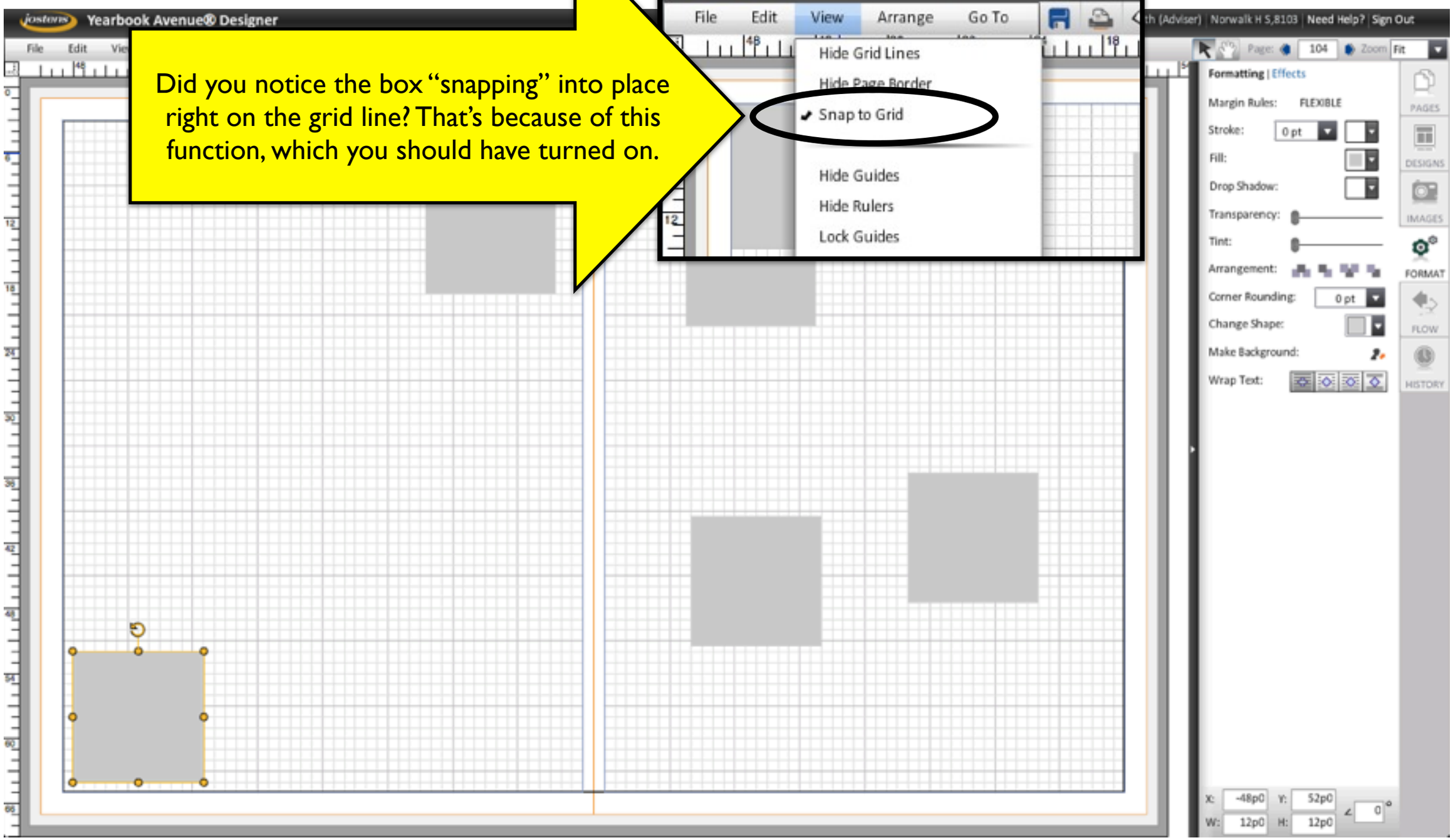
Your name

Now, we'll make these boxes.

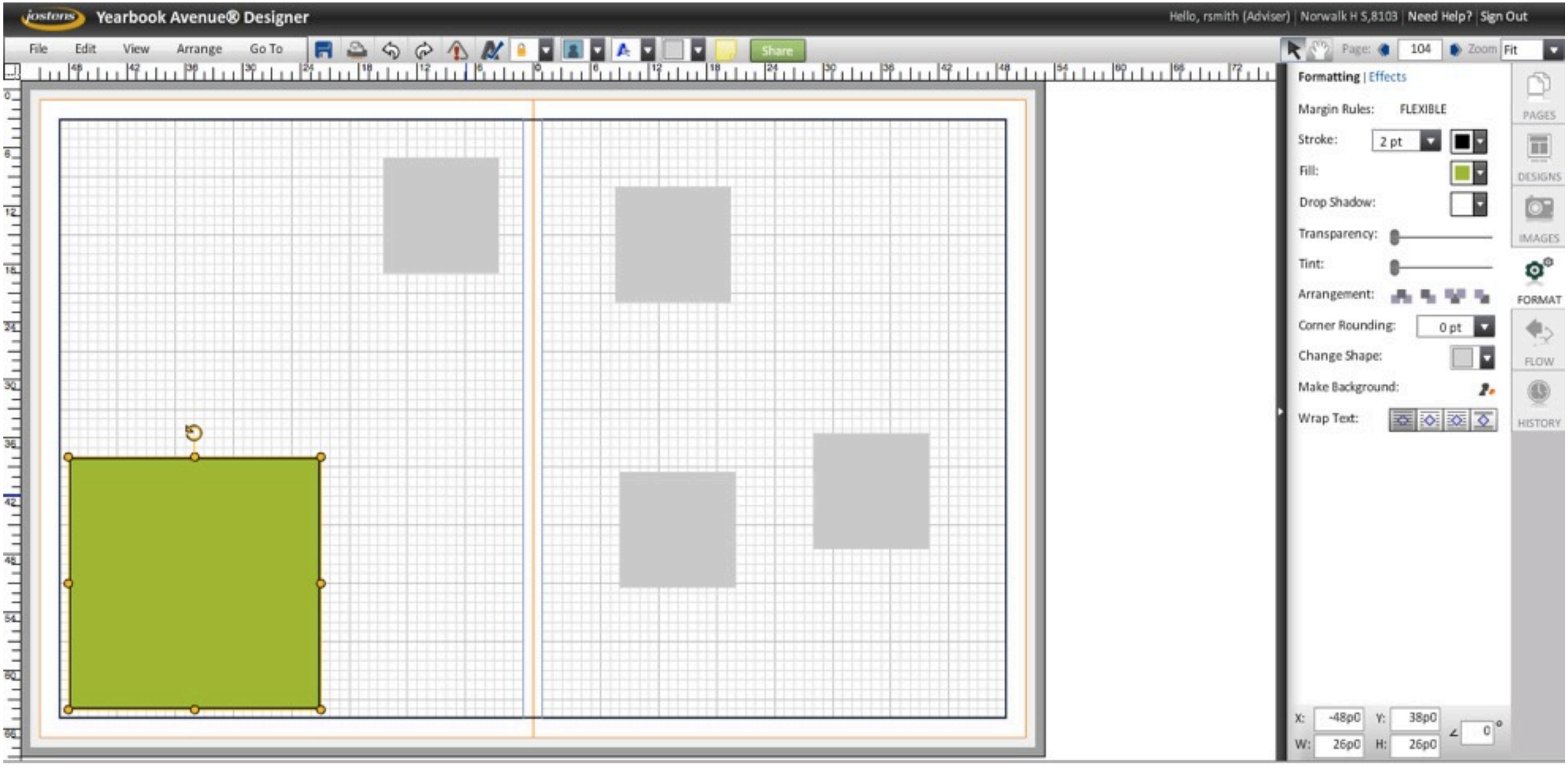
- **Place first box in lower left-hand corner, one pica from the border.**



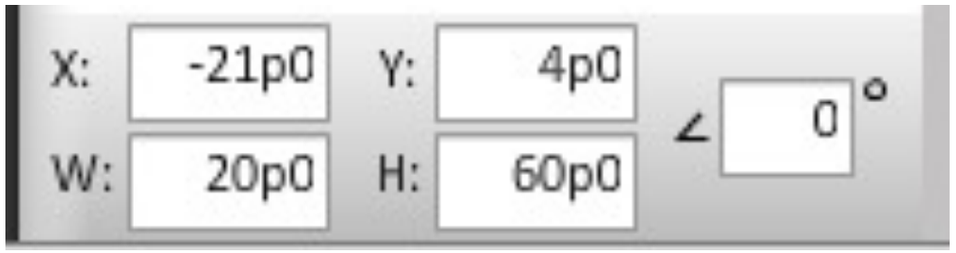
Did you notice the box "snapping" into place right on the grid line? That's because of this function, which you should have turned on.

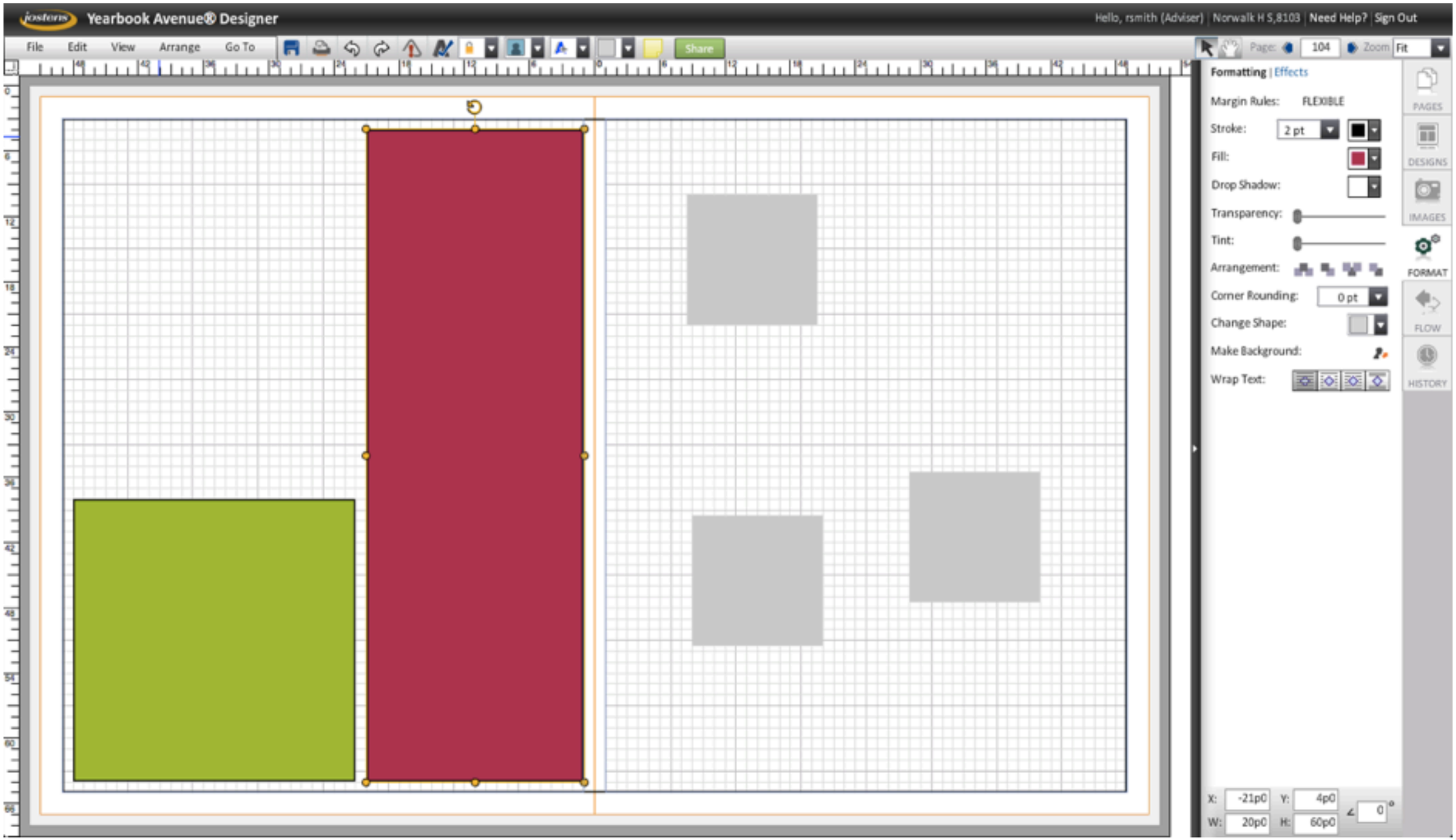


- **Make the box 26 picas by 26 picas**
- **Add 2-point stroke**
- **Change fill color to NU Limelight**



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



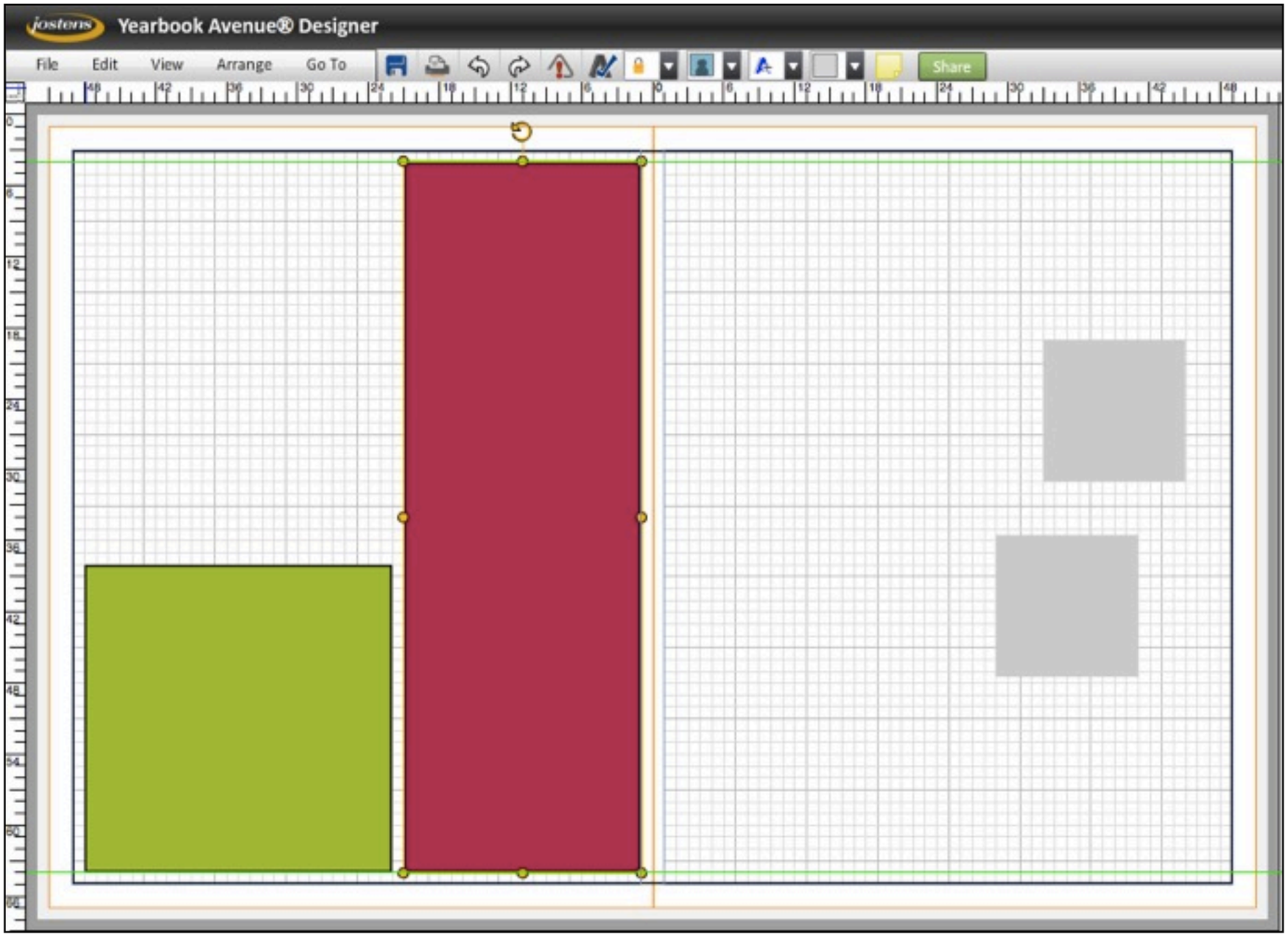


- **Place guides along the top and bottom of the red box.**

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

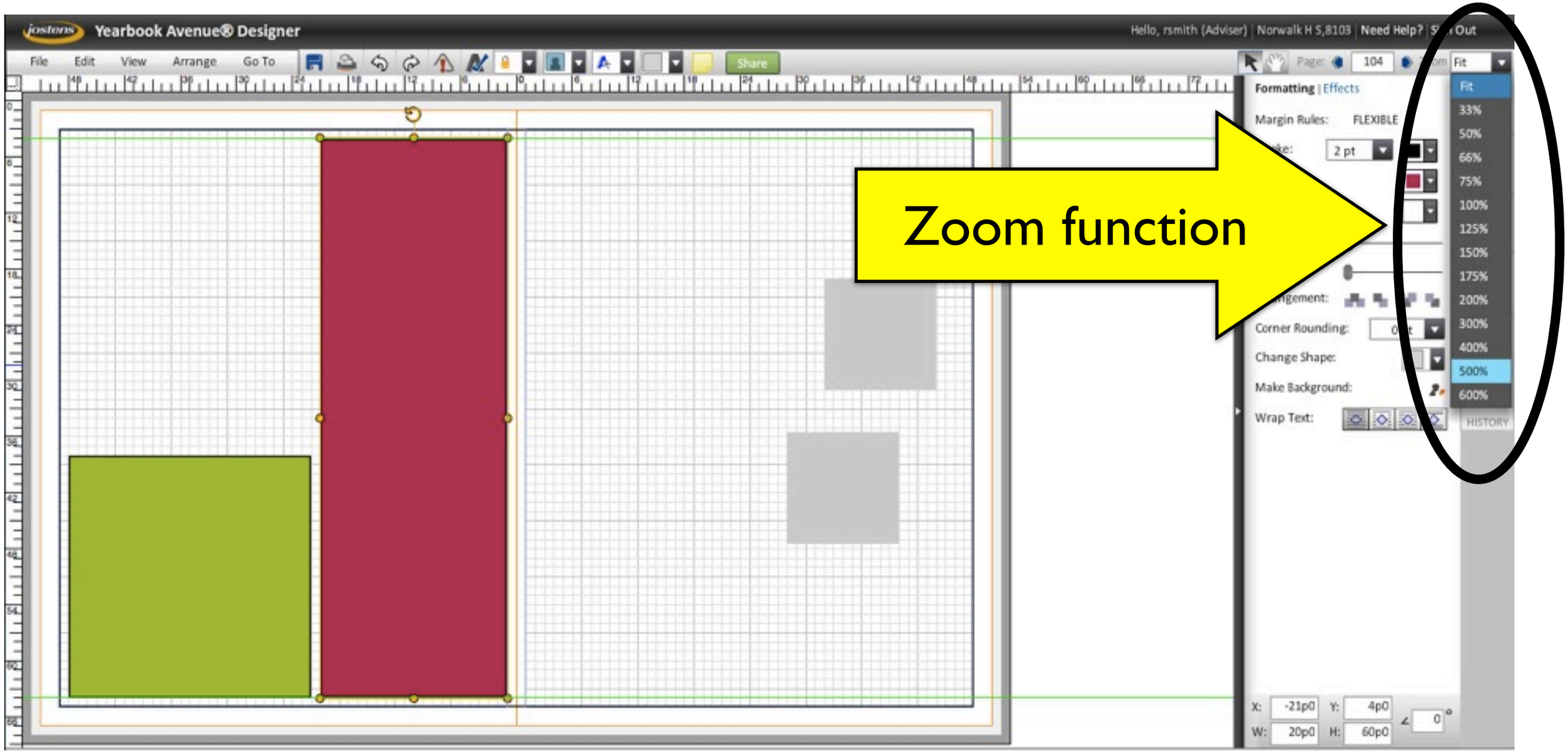
<u>How to make a guide:</u>

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



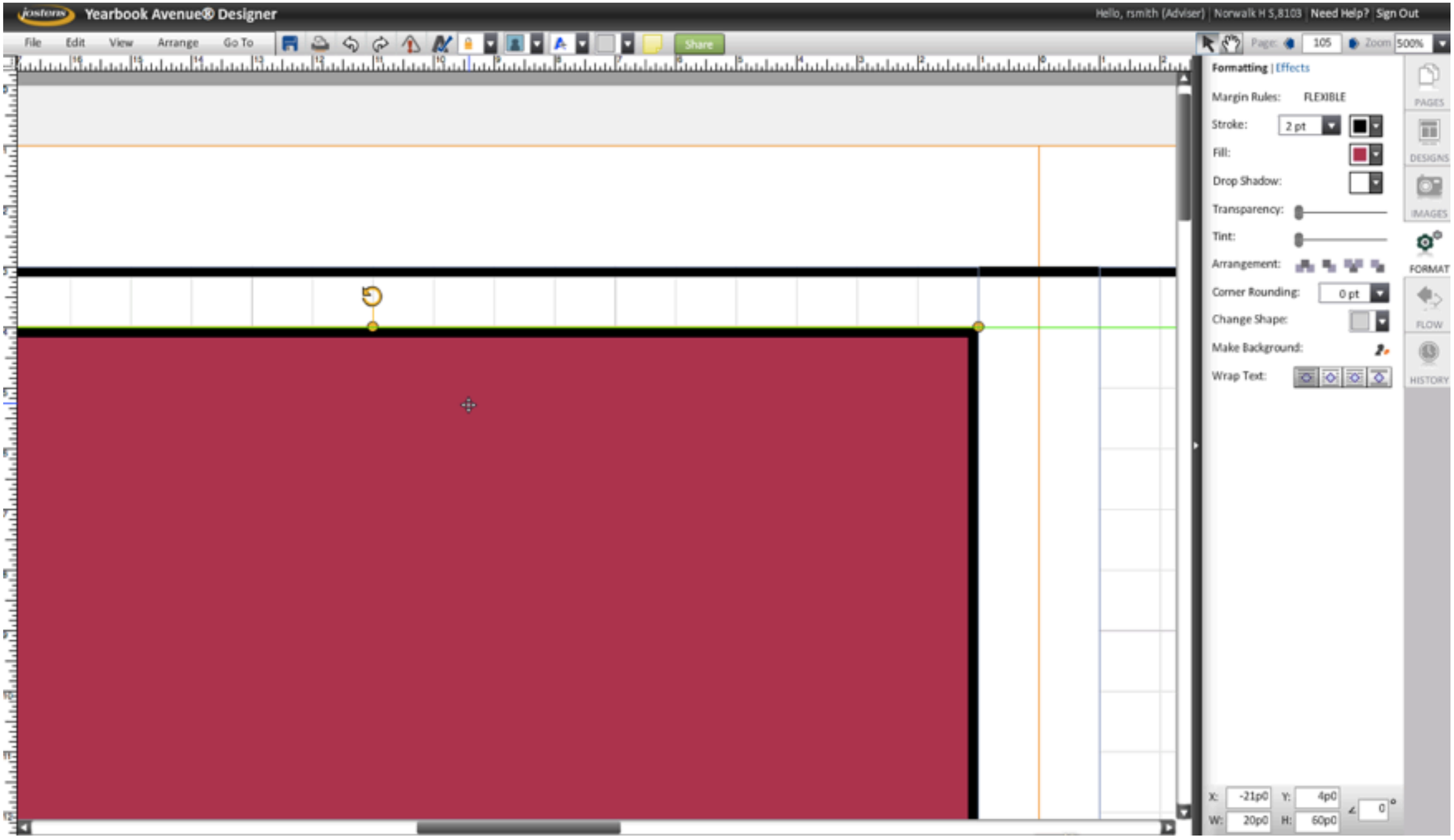
- **Zoom in on the guides to make sure that they are placed properly.**

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



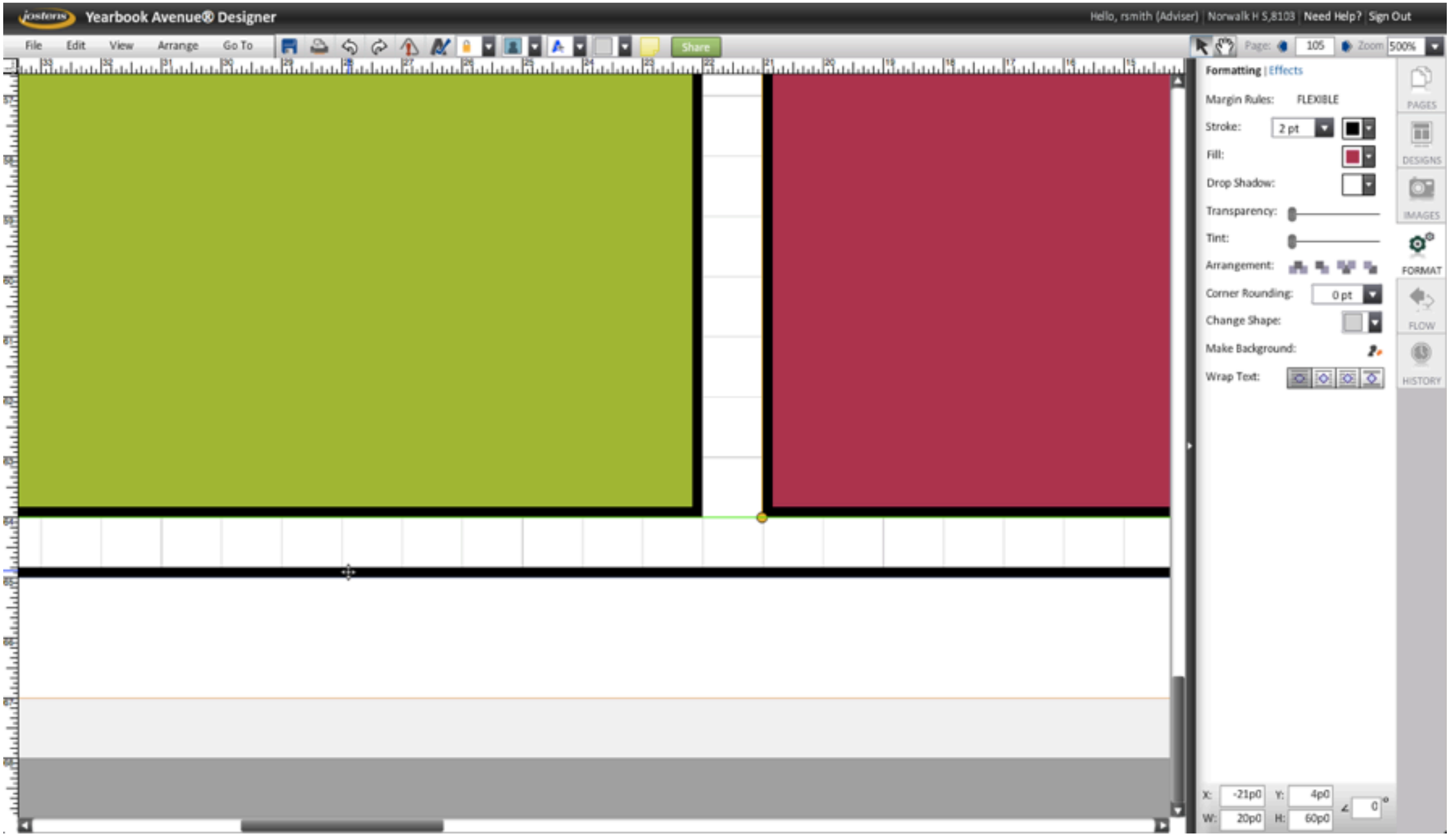
- **Zoom in on the guides to make sure that they are placed properly.**

These guides are also aligned with the grid.

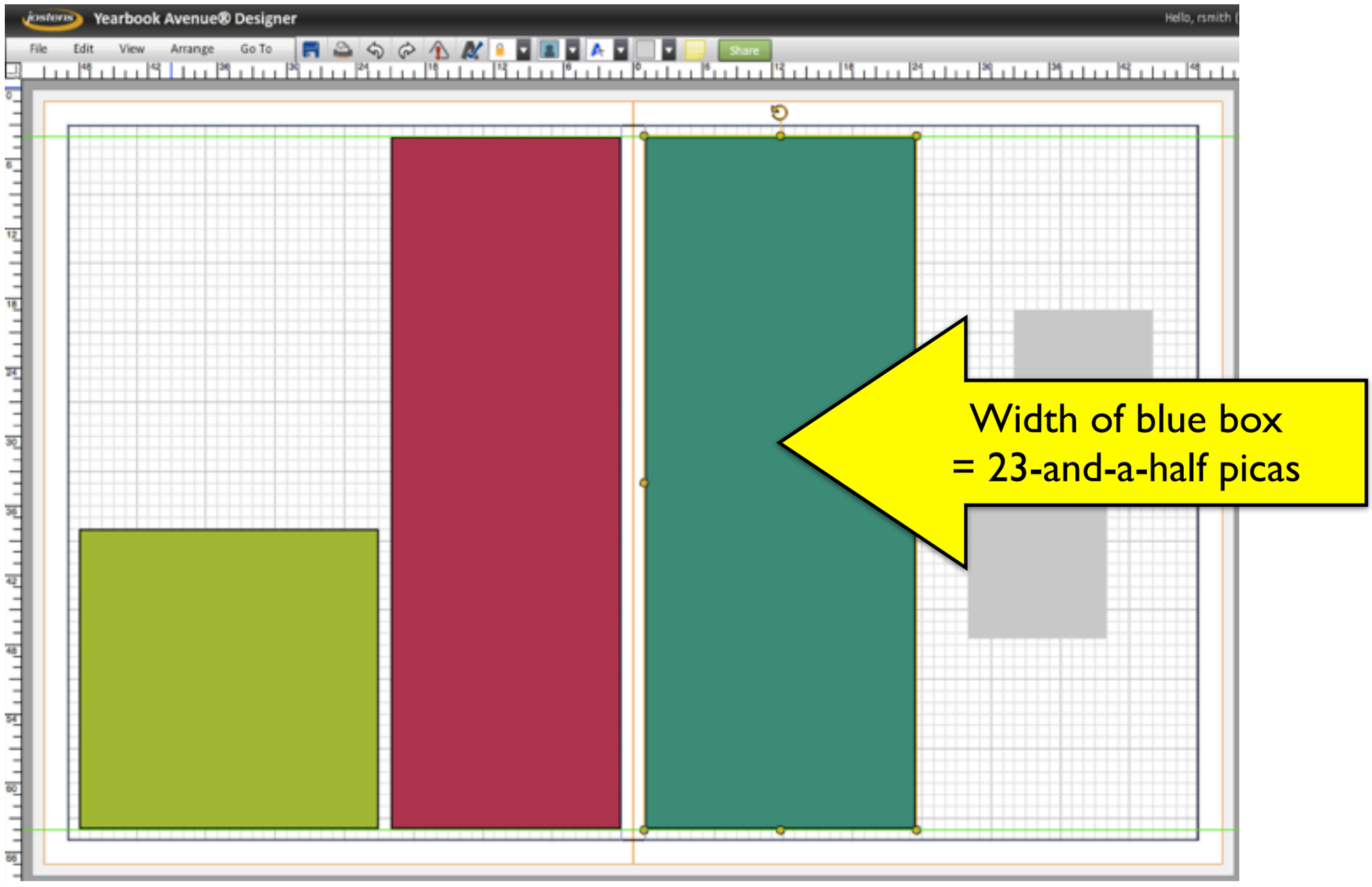


- **Zoom in on the guides to make sure that they are placed properly.**

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



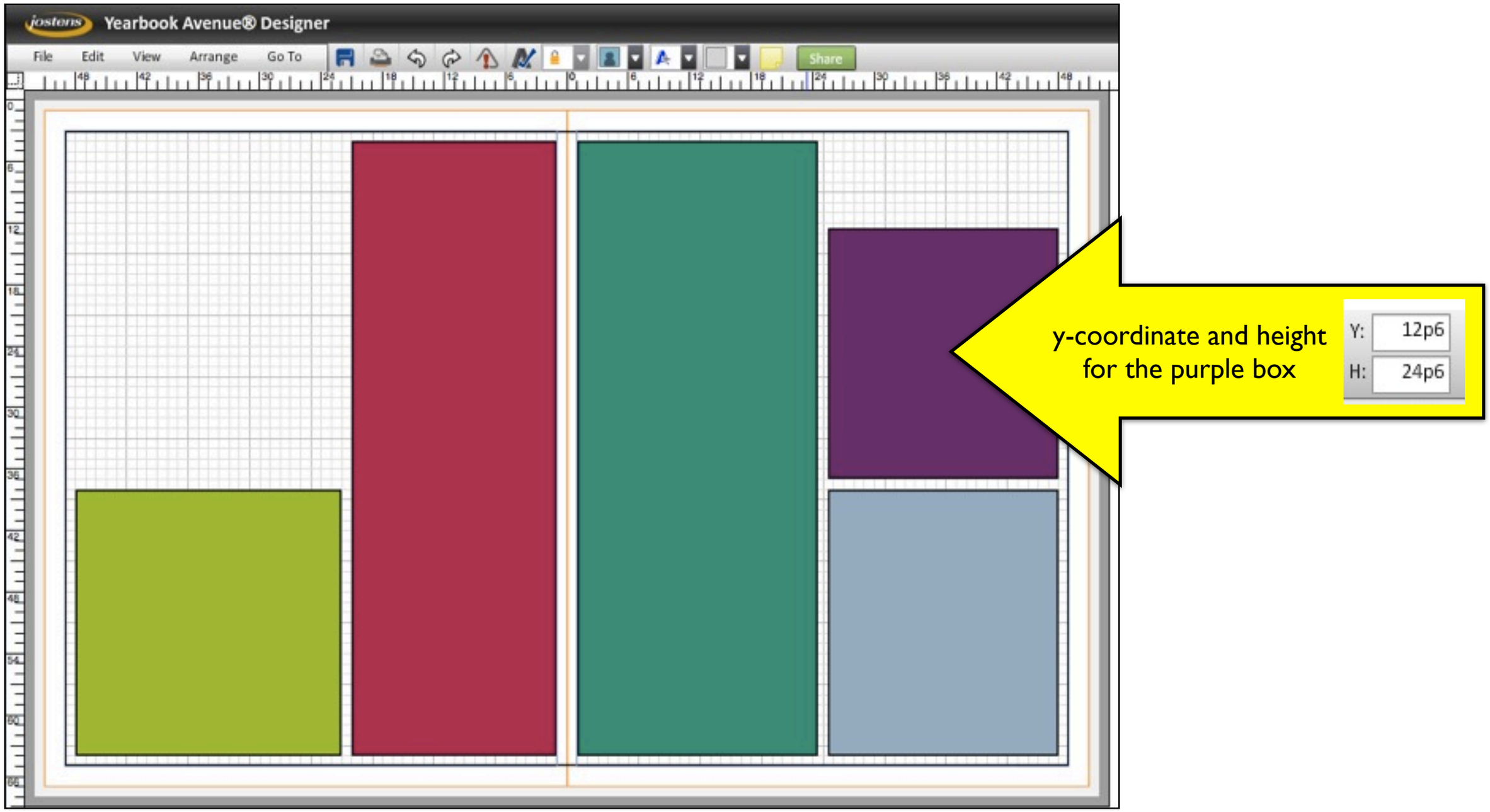
- **Align the third box with the top and bottom of the red one, using your guides.**
- **Set the stroke.**
- **Change the fill to the blue-green color that I used. Find it on the Neue palette.**



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

Don't forget:

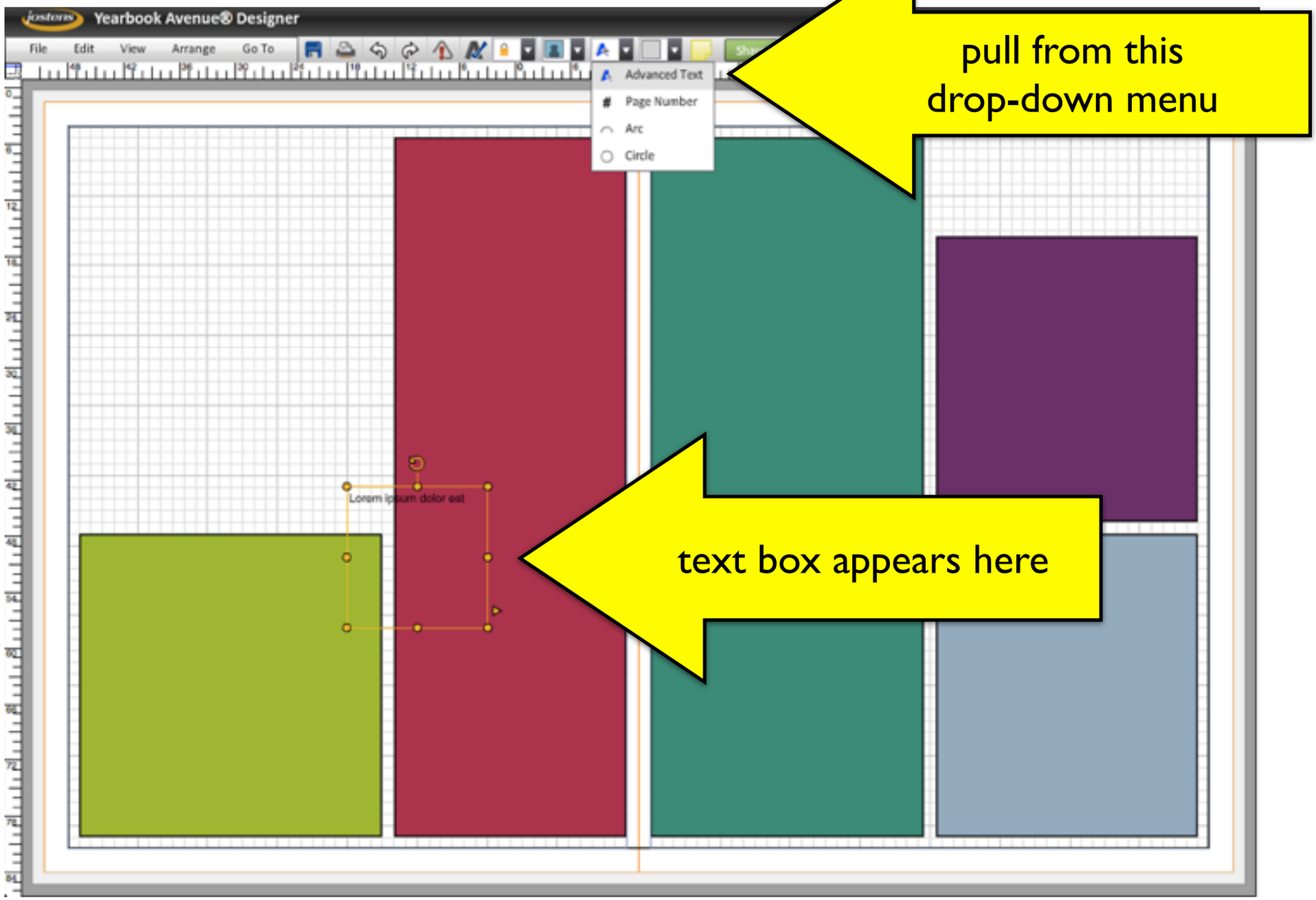
- all colors in the book are from the Neue palette
- keep a consistent amount of white space between the boxes and the border (one pica)



TEXT

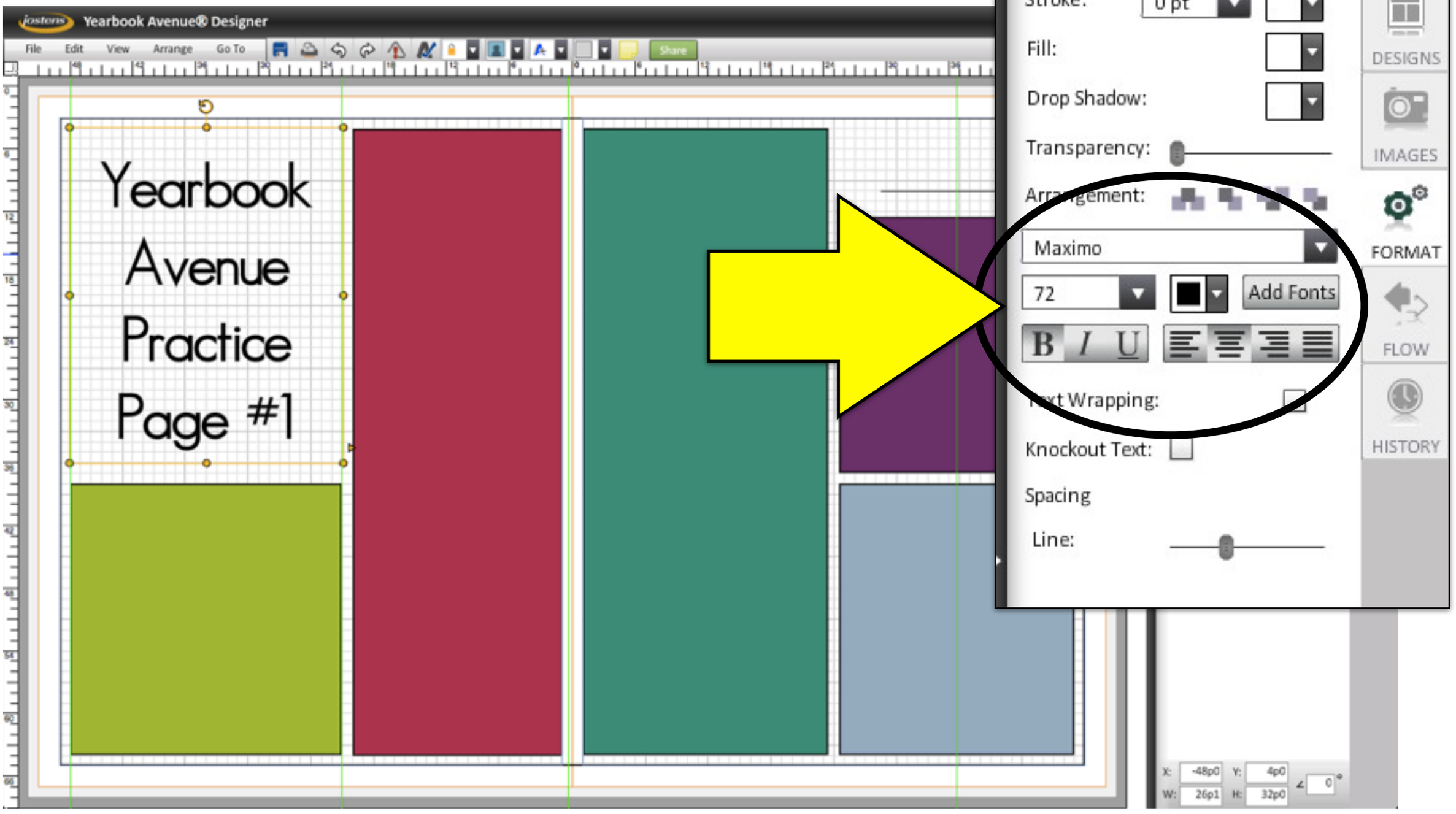
- **Create a new text box.**

"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.



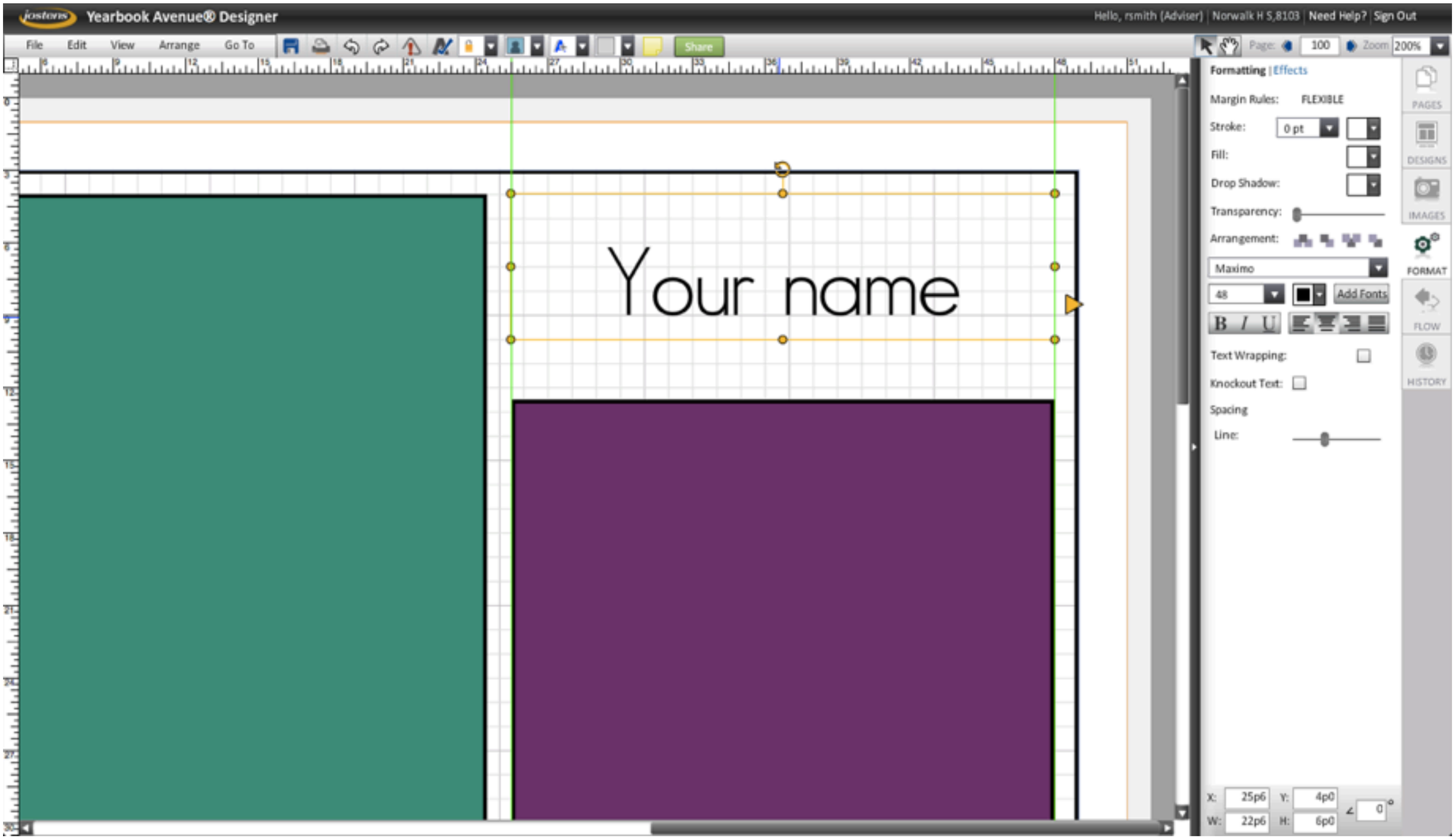
- **Center the text box over the green square.**
- **Change font to boldface "Maximo," size 72.**

use guides and zoom to help with this

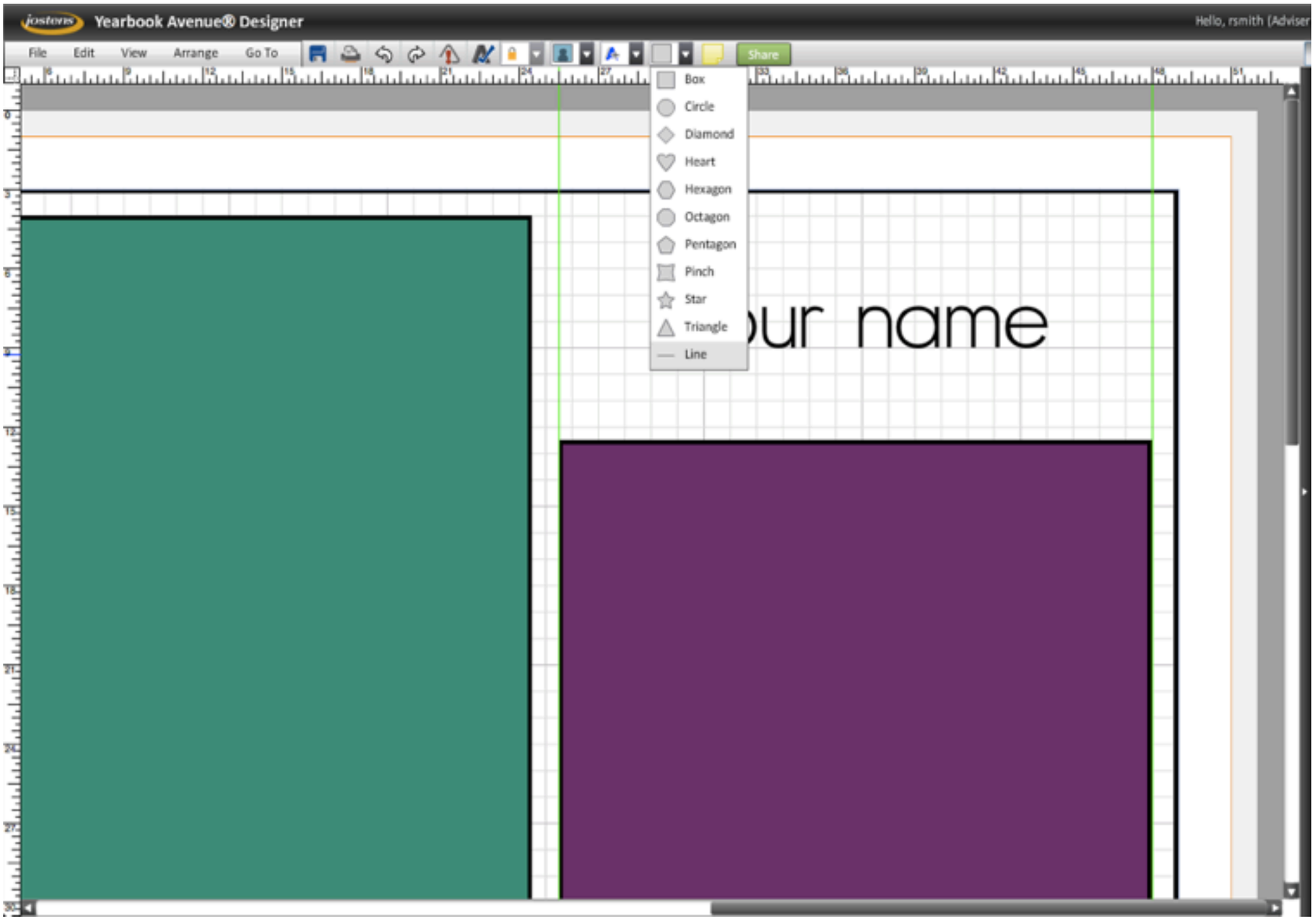


- **Center your name over the purple square.**
- **Change font to "Maximo," size 48.**

use guides and zoom to help with this

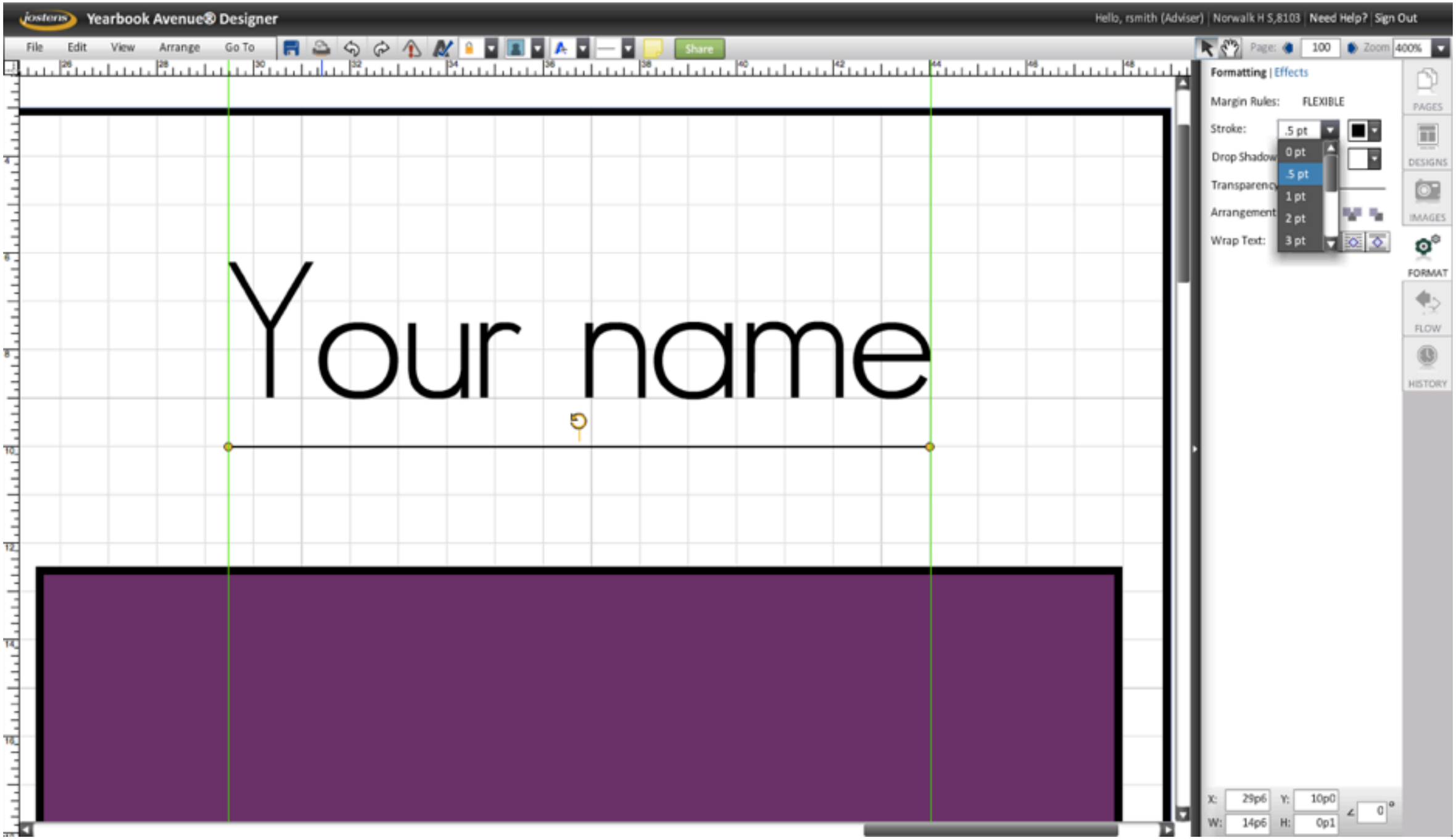


- **Select a line from the shapes menu.**



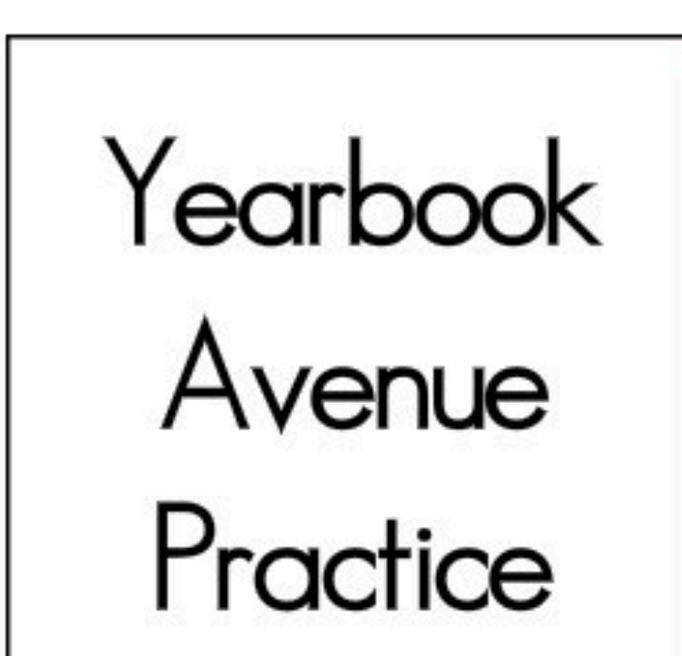
- **Place the underline.**
- **Change stroke to .5**

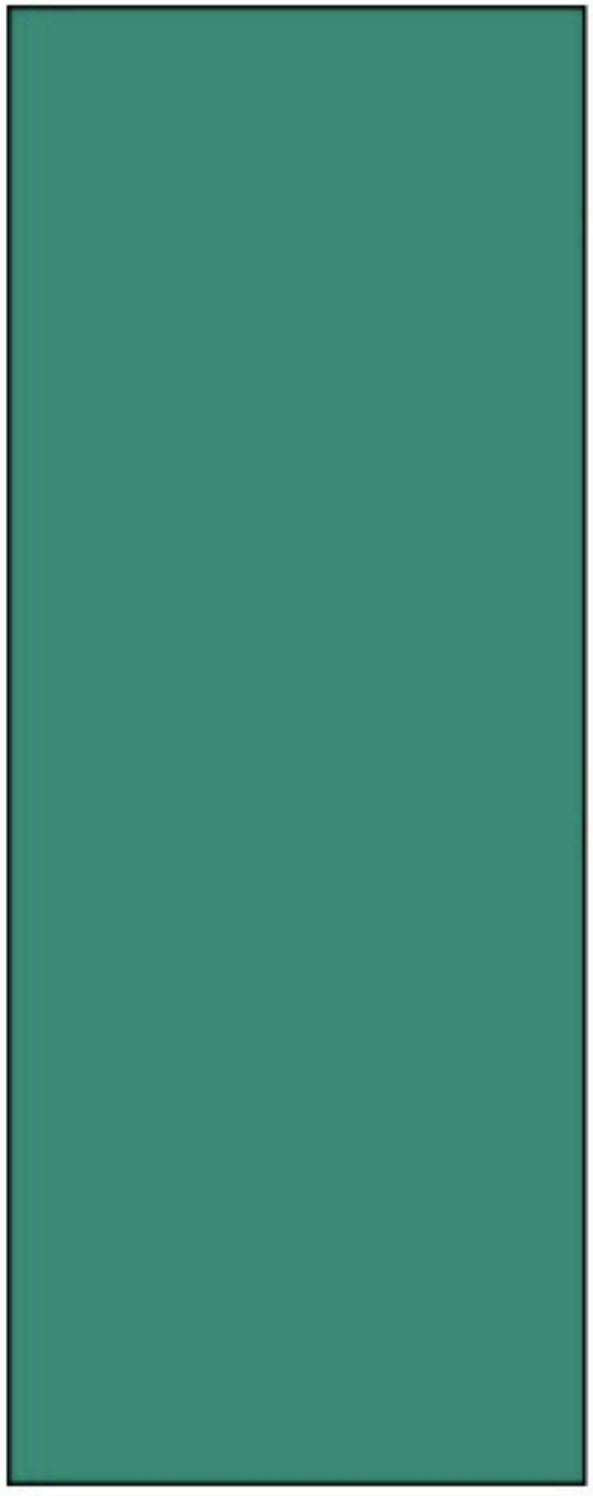
Don't use the underlining function in the text box. You don't have as much design control over that.

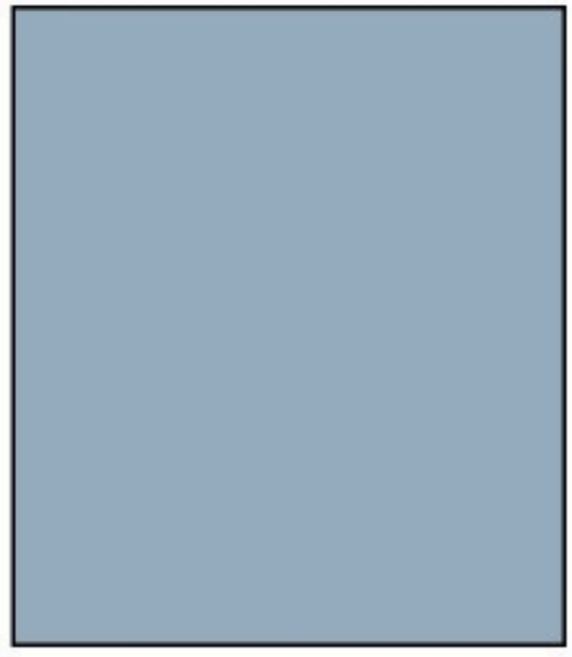


Yearbook Avenue Practice Page #1

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!