

DESIGN PLAYLIST

SATURDAY	SUNDAY	MONDAY	TUESDAY
<ul style="list-style-type: none"> * Create a mood board (physically or digitally) as a staff to show inspiration for the aesthetic/look your school is interested in using and that correlates to your theme "vibe." * Quickly sketch out a design of a gut spread (headline, copy, photos) onto 8½ x 11 in. paper using elements you found in your inspiration (photo layout/hierarchy, typography, graphic unifiers.) Don't waste too much time trying to make it perfect (it's just a draft!) 	<ul style="list-style-type: none"> * Design a headline with fonts and colors from your style guide. We suggest that you find a piece of inspiration first, then incorporate the design elements into your style guide, then design the type package for your book. * Remember to look at the kerning, leading and layout of the type. * Readability is important as well, actually the most important. Make sure your design doesn't get in the way being able to easily read the type. 	<ul style="list-style-type: none"> * Design a mod featuring the colors, typography, and graphic unifiers from your style guide.. Make sure that style guide is using colors, typography and graphics that correlate to your school's theme "vibe." * (Ex: If your theme is loud and proud, maybe you would create a headline package with a bold sans serif font and a vibrant color scheme.) 	<ul style="list-style-type: none"> * If you're an editor or experienced staffer, finetune either your cover, endsheet or one gut spread design, based on the design sessions you've watched. Defend the design concept for your school's theme. Explain why you chose your specific typefaces, colors, and graphics. * If you're a new staffer, choose a gut spread design from your theme packet and make refinements based on the concepts you've learned from the design sessions. Be able to explain the changes you made with these 5 design elements: <ul style="list-style-type: none"> * Color Palette * Photo packaging * Layering * Type