

Assignment

Leave Them Spellbound: choosing an effective dominant photo

After watching the 5-minute video “Leave Them Spellbound,” go through the latest yearbook you have in your possession and pick two spreads that show

- 1.) A dominant photo being used effectively. Be able to explain why and how it relates to the rest of the spread as well as to the headline. Explain what elements it has that makes it a good dominant.
- 2.) A dominant photo not being used effectively. Be able to explain what elements it is missing and what would have made it a better dominant.