

1 DESIGN = 12 DESIGNS

WITH CADENA

SESSION MANTRA: WORK SMARTER, NOT HARDER

Think it and say it to yourself often to remind yourself that you have limited time to create your publications.

Embrace techniques that can save you time and energy - practice them to increase recall.

OUR GOAL:

Learn how one solid design with multiple zones can quickly become a dozen (or more) with inspiration from magazines and calling on your childhood Lego skills.

AND NOW FOR
SOMETHING
COMPLETELY
DIFFERENT

I WANT TO GIVE YOU POTATOES

Stick with me here.

Potatoes are delicious.

Cultures all over the globe have specialty potato dishes.

Your favorite may not be what someone else wishes.

But that's no reason to become vicious.

Remember, they all started as potatoes.

WHAT'S YOUR FAVORITE TYPE OF POTATO PREPARATION?

Boiled, broiled, baked, fried, french fried, mashed, smashed, roasted, scalloped, steamed? Potato chips, cheesy potatoes, potato sticks? TOTS?!?!?!?

In a Spanish tortilla? With carne guisada? In a curry? How about as potato salad?

Do you prefer the dish prepared with russet, yukon gold, new, red skin, purple or sweet?

HERE'S THE THING

The POTATO is a very basic element in cooking.

You can apply all sorts of things to the potato and it will change the flavor, the texture, the memory associated with the potato.

I want to give you a beautiful bag of potatoes - then I want you to cut, season and prepare YOUR potatoes to perfection.

POTATOES = SHAPES, TEXT AND WHITE SPACE

ALL publications design starts with those three things.

Master those and you will become a great cook.

Conquer the use of line, applying color, knowing when to break the rules with purpose ... and you will become a phenomenal chef.

BREAK FOR AN IMPORTANT
ANNOUNCEMENT

WE NEED TO SPEAK THE SAME LANGUAGE.

TIME FOR SOME VOCAB - WOO HOO!!!

DPS

Don't pretend sister
(good general life advice,
but not the definition
needed here ... or is it?)

A Double Page Spread is a
set of two facing pages

When you are setting up
templates or assigned
pages, these are usually
what you'll be working on

Even numbered page on the
left, odd on the right

DPS

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These are the responses of three of those people

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Deck headline text will be designed in Arial Narrow Italic 12 pt

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Based on 253 total responses
Responses: Arial N Itla, 61%

ZONES

You'll need to get in the zone - and once you're in the zone, look out

This is my own term I use to help map out a DPS; it is not an official term - but I'm going to use it, so ... get used to it

Just like in basketball, running zones can help break up the work and give you an area of focus

These are set portions of a DPS used for templates

ZONES

ONCE THESE
ARE
ESTABLISHED,
YOU CAN
FLIP THEM
AND REVERSE
THEM FOR
MORE
DESIGN
OPTIONS

zone 1 DOMINANT
PHOTO PACKAGE

zone 2
STORY
PACKAGE

zone 3
SIDE BAR

zone 4
SIDE BAR

zone 5 SECONDARY
STORY WITH PHOTO/S

MODS

Rhymes with PODS & QUADS –
which is beside the point.

Yearbook designers often use
the term “mod” – perhaps
your former editors did.

Short for MODULAR (think
legos & Tetris), pieces
that comprise a page

Once you know your ZONE
sizes (spaces you want to
repeatedly use to design
pages), you can create
various “mods” for each

MODS

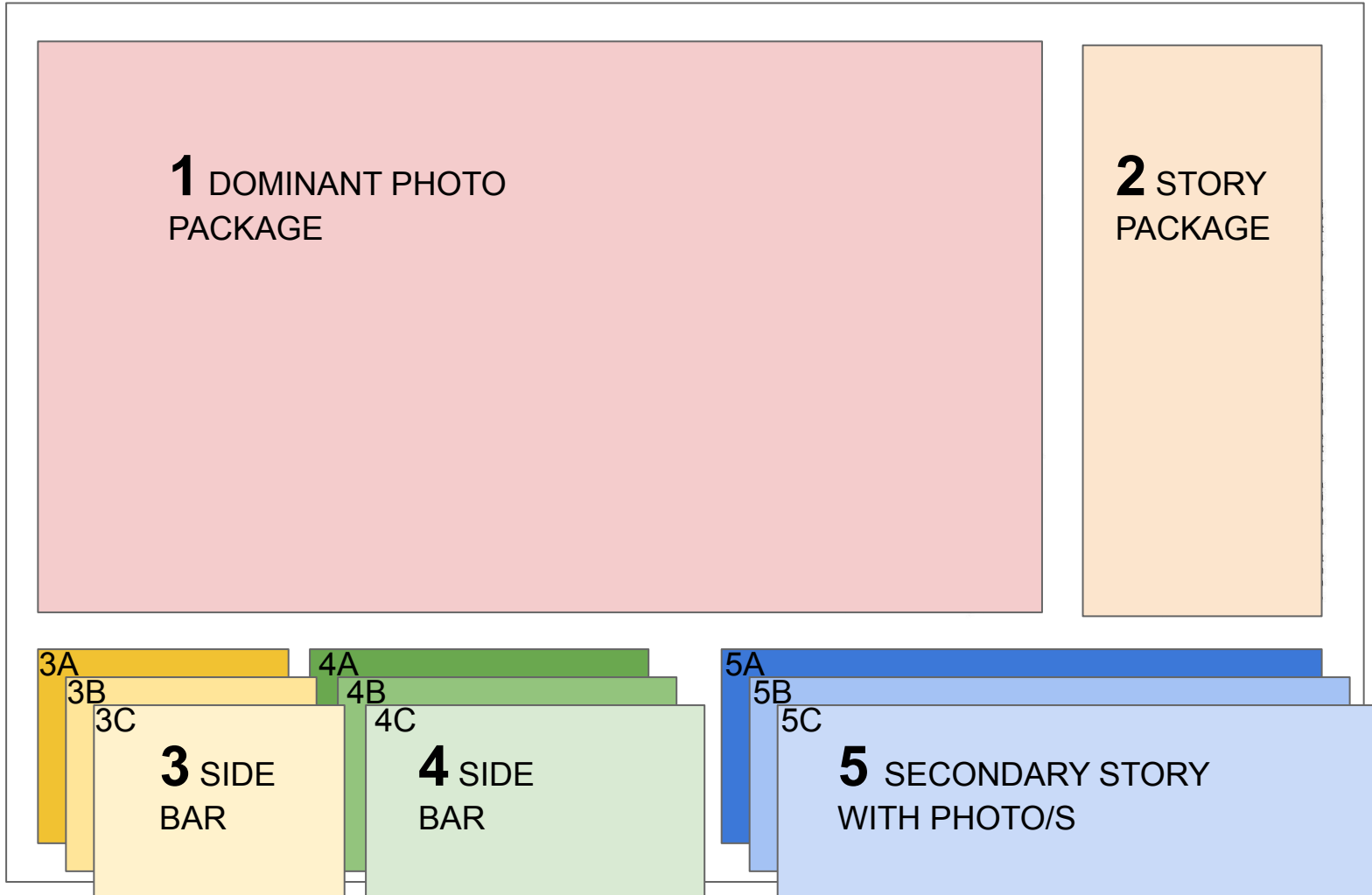
That wasn't enough space ...
you'll find I often have a
lot more to say

While MOD is short for
MODULAR, you may also want
to think about it being
short for MODIFICATIONS

You can change up a mod
quickly to give you
options

So a DPS template with 5
zones and 3 mods for each
zone turns into 15 DPSs

MODS



GUTTERS

Generally people say to stay out of the gutter - you need to know why

The main GUTTER on a DPS is the $X = 0$ line down the center (and the two picas on either side) - keep text out of that area

Space between zones/mods is also referred to as GUTTERS - it can vary in size

Space between elements within a mod/package -- I call them INTERNAL MARGINS

WHAT YOU MIGHT PREPARE WITH YOUR POTATOES

Show & Prove

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CHIEF KIEF

BIG WORDS to introduce the little personality profile that goes over here

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[MORE HEADLINE WORDS]

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student responses include more kids

Question we asked several people?

These are the responses of three of those people

STUDENT NAME	STUDENT NAME	STUDENT NAME
"I think that's a pretty good question."	"I think that's a pretty good question."	"I think that's a pretty good question."

[MORE HEADLINE]

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OR MAYBE SOMETHING LIKE THIS



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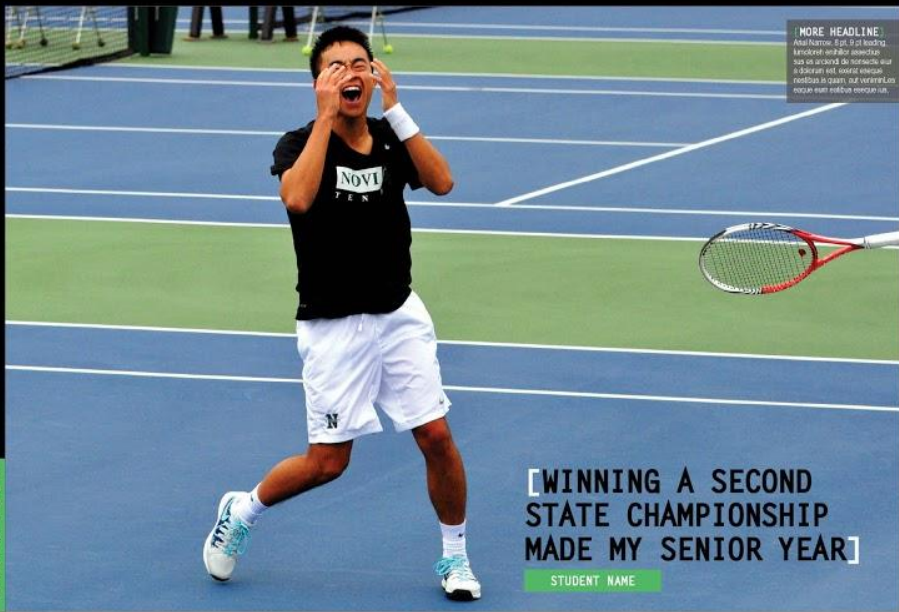
[EVERYTIME I PUT ON THE MASCOT SUIT, I BECOME SOMEONE ELSE]

ADD WORDS HERE

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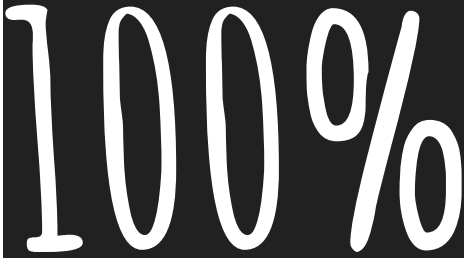
MORE HEADLINE
Additional text for the headline area, such as a date or location, to provide context for the main image.

[WINNING A SECOND STATE CHAMPIONSHIP MADE MY SENIOR YEAR]

STUDENT NAME

JUST A FEW WORDS
BOMBS

ALL OF THOSE
DESIGNS USE
ESSENTIALLY THE
SAME INGREDIENTS



100%

of you CAN do this.

It just might take some of you longer than others.

No BIG whoop.

5

Steps to BUILD a DPS

STEP ONE

[Think about what you've seen on YEARBOOK SPORTS pages]

List all the items you know you MUST have on your DPS

(we're talking ZONES/MODS here - what are the BIG/general things you need: dominant photo package? Scoreboard? Chunk of body copy? Side package of quotes or steps, etc.? headline package? etc.)

STEP TWO

Once you know the number of ZONES you need, prioritize them
- which ones need more/less space?

STEP THREE

Divide your DPS with clear eyelines (*usually distinct white space*)

STEP FOUR

Usually you would follow your staff **STYLE GUIDE** [*design agreements (pertaining to visual do/don't items related to theme design for consistency)*] as you establish preliminary designs for each zone.

It's like a recipe for cooking up your pages. If your staff doesn't already have one, you need to build a style guide.

(fonts - sizes & styles, lines - weight and style, color palette ... and also graphic elements you'll use consistently)

STEP FIVE

Perfect and take it up a notch

Check ALL of your elements for alignment and distribution.

Make sure you're following the STYLE GUIDE (*or you have permission to break the rules*).

Use professional designs of all sorts as inspiration - color schemes, use of line, impactful white space, font variation, photo organization. BUT - make sure those adjustments still correspond with your visual theme.

WELL, THAT WAS
EASY.

NOW YOU'RE TOTALLY
READY TO DESIGN
YOUR PAGES.

JUST KIDDING ...



you need to work it out

[at the end of this presentation you'll see a QR code that will link to this presentation - and after that you'll see a series of slides that can be used for a class practice activity]

SHOW ME WHAT
YOU'RE WORKIN'
WITH

MAKE IT YOURS

This is a question we asked several people?

2x3



These are the responses of three of those people

"Ariel Narrow, 8 pt, 9 pt leading volorro volupit magniet aliquiae cupitum cum fugit est maion estotat uniatius"
- Student Name, 10 pt

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x-rated XXL.MAG.COM THE BREAK WHERE IT'S EARNED, NOT GIVEN

The Break is a destination on XXLmag.com where fans, artists and the industry can discover up-and-coming hip-hop talent. As with XXL's Ready or Not iPhone app freestyles, The Break will introduce artists to a rotating cast of industry insiders, who will check out the music and give feedback. (Recent judges were DJ Felo, producer Cardiak and hip-hop tastemaker Karen Civil.) To hear music, go to XXLmag.com/The Break, and to submit your own, send a minimum of three songs to thebreak@harris-pub.com. —RALPH BRISTOL

THE CRANBERRY SHOW
Comprised of Arcane, 23, and Young Focus, 24, this Milwaukee freestyle duo hopes to clean up some of the rap game's grime with their innovative jams, which they offer on their well-received *Paranormal Karaoke* project. "I think they have a long career ahead of them," says DJ Felo. "Beastie Boys and [The] Cool Kids would be who I compare them to. The potential is there for them to make some waves in this biz."

BAD LUCC
A member of the Western Union ensemble, Bad Lucc comes equipped with quite the resume. Responsible for co-writing three tracks of Snoop Dogg's *Malice: A Wonderland*, Lucc is now peddling into the solo lane, angling for attention through his own raw style. "Bad Lucc has the potential to go places," explains Cardiak. "My advice is to keep his grind and the rest should fall into place."

TEZ MCCLAIN
With a co-sign from Scarface under his belt, as well as the respectable buzz garnered by his *Scarface & a Gold Chain* record, Tez McClain seems to be well on his way to making an impact on the game. "Time will tell if Tez blossoms into the next Atlanta MC to make noise nationwide," Karen Civil says. "As long as [he] continues to plant the seed of success, something will eventually bloom."

ASHTON TRAVIS
Putting it down for Houston, 21-year-old Ashton Travis says he's an ambition to make timeless music that transcends region and race. A clever wordsmith, Travis has been working his buzz following the release of his 2011 mixtape, *Good Vibes*, which he says was an "artistic epiphany" and created opportunities for him to open shows for the likes of Rick Ross and Kendrick Lamar.

Inspiration

(What elements from this do you see below when they have a baby?)

=

That's so BASIC.

(but it's also clean and classic ... start with a good potato, then spice it up)

student responses include more kids

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MAKE IT YOURS

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JUST A FEW WORD BOMBS

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MAKE IT YOURS

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54 COVER STORY
MASS APPEAL
WAKA FLOCKA FLAME has the cred, the hits and the relationships. With an expanding sound, a new album on the way and a summer tour alongside Drake, the Brick Squad rapper is readying a takeover like no other. Beware.

44 FAST LANE
Ever since **JOE BUDDEN, ROYCE DA 5'9", JOELL ORTIZ** and **CROOKED I** signed on the dotted line with Stoney Records, the four underground kings found new roads paved in gold. With a new album, a co-sign from Eminem and the spotlight square on them, can **SLAUGHTERHOUSE** finally hit it big?

64 SHOT CALLER
With music and acting mastered, **ICE-T** plants himself behind the camera to direct a documentary on a topic he knows well: the art of rap.

68 SAME DAMN TIME
From Brooklyn to ATL, underground heroes **KILLER MIKE** and **EL-P** come together and form like Voltron.

74 SAY SOMETHING
There was a time in hip-hop when being the illest and being conscious weren't mutually exclusive. Krs-One, Public Enemy and Goodie Mob ruled [the airwaves and had knowledge of self. Why won't rap speak up anymore?

78 MERCY
After scoring critical acclaim with a trio of mixtapes, **BIG K.R.I.T.** looks to break out in a big way with his debut album and prove nice guys can finish first.

80 I WANT IN
Strange Music's **KRIZZ KALIKO** is on a mission to infect hip-hop with his special brew of funk-tinged R&B.



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CHIEF KIEF

BIG WORDS to introduce the little personality profile that goes over here

23 SHOT CALLER
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17 YEARS OLD
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TAKE IT UP A NOTCH

Add ONE different font

Add color (be sure to balance it)

Amplify an element

Incorporate lines

YOUR SACK OF POTATOES

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This is the super awesome deck headline, about half headline size 14 pt Arial N Italic

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Student Name 12 pt

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Arial Narrow, 8 pt, 9 pt leading, lamioneh emihur asoculio sus es arand de nonacche etur a didorum est, evarat eosque neffibus in quom, aut verim

6x3

This is a question we asked several people?

2x3

These are the responses of three of those people

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Student Name, 10 pt

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Headline will be in Arial Na Bo 21 pt

Deck headline text will be designed in Arial Narrow Italic 12 pt

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33%

answered

the same way on

this poll

Based on 228 votes
Reported April 14, 2011

Headline Arial Na Bo 21 pt

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TAKE IT UP A NOTCH

Show & Prove

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LITTLE DECK
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JUST A FEW WORD

ROMPS



CHIEF KIEF

BIG WORDS to
introduce the
little personality
profile that goes
over here

23 SHOT CALLER
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maison volutpat
dignissimae
consequat

64 REBOUNDS
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cupiam cum fugi et
maison volutpat
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consequat

17 YEARS OLD
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consequat



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MORE HEADLINE
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maison volutpat
dignissimae
consequat

This is the super awesome deck headline to accompany the amazing headline

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"This is a pull quote for effect and is awesome."
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Student Name
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QUOTEABLE WORDS UP IN HERE
STUDENT NAME

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student responses include more kids

Question we asked several people?
These are the responses of three of those people

STUDENT NAME	STUDENT NAME	STUDENT NAME
"I'm a cheerleader and I love my school. I'm a cheerleader and I love my school. I'm a cheerleader and I love my school."	"I'm a cheerleader and I love my school. I'm a cheerleader and I love my school. I'm a cheerleader and I love my school."	"I'm a cheerleader and I love my school. I'm a cheerleader and I love my school. I'm a cheerleader and I love my school."

HEADLINE WILL BE IN GILL SANS
Deck headline text will be designed in Arial Narrow Italic 12 pt

33%
answered the same way on this poll

HEADLINE WILL BE IN GILL SANS
Deck headline text will be designed in Arial Narrow Italic 12 pt

HEADLINE WILL BE IN GILL SANS
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TAKE IT UP A NOTCH



CHIEF KIEF

BIG WORDS to introduce the little personality profile that goes over here

23 SHOT CALLER legi magis aliquam cupiam cum fugi vel non voluit unam videtur piteo

64 REBOUNDS di esse non leonibus ut ipse pelam quam meo rubido delectatur sociatur esse non di esse non leonibus

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MORE HEADLINE
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JUST A FEW WORDS

BOMBERS

Show & Prove

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LITTLE DECK
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STUDENT NAME

[EVERYTIME I PUT ON THE MASCOT SUIT, I BECOME SOMEONE ELSE]

TAKE IT UP A NOTCH

ADD WORDS HERE

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Show & Prove



[MORE HEADLINE]
Small headline text in a box, likely a placeholder for a secondary headline or sub-headline.

JUST A FEW WORDS

BOMBERS

33%

answered the
same way on
this poll

Source: 2012 Student Engagement Poll
Page 17



STUDENT NAME

[EVERYTIME I PUT ON
THE MASCOT SUIT, I
BECOME SOMEONE ELSE]

TAKE IT UP A NOTCH



STUDENT NAME

[EVERYTIME I PUT
ON THE MASCOT
SUIT, I BECOME
SOMEONE ELSE]

ADD WORDS HERE

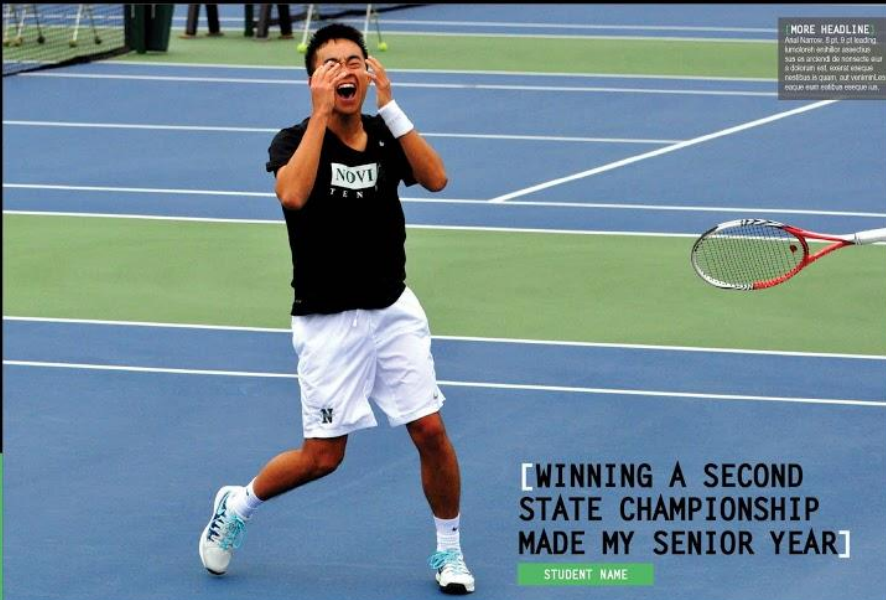
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[WINNING A SECOND
STATE CHAMPIONSHIP
MADE MY SENIOR YEAR]

STUDENT NAME

JUST A FEW WORD

BOMBERS

TAKE IT UP A NOTCH

» JUST A FEW WORD

BOMBS

Show & Prove



[MORE HEADLINE]
Aria Narrow, 8 pt, 9 pt leading
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ADD WORDS HERE

A Aria Narrow, 10 pt, 11 pt leading

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AS MISSY ELLIOT

SAYS:

"FLIP IT

&

"REVERSE IT"

Show & Prove

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CHIEF KIEF

BIG WORDS to
introduce the
little personality
profile that goes
over here

23 SHOT CALLER
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MORE HEADLINE!
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JUST A FEW WORDS

PROMERS

This is the super awesome deck
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amazing headline

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"This is a pull quote for effect and is awesome."

- Student Name
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QUOATBLE WORDS UP IN HERE!
STUDENT NAME

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student responses include more kids

Question we asked several people?

These are the responses of three of those people



STUDENT NAME
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STUDENT NAME
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STUDENT NAME
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HEADLINE WILL BE IN GILL SANS

Deck headline text will be designed in Ariol Narrow Italic 12 pt

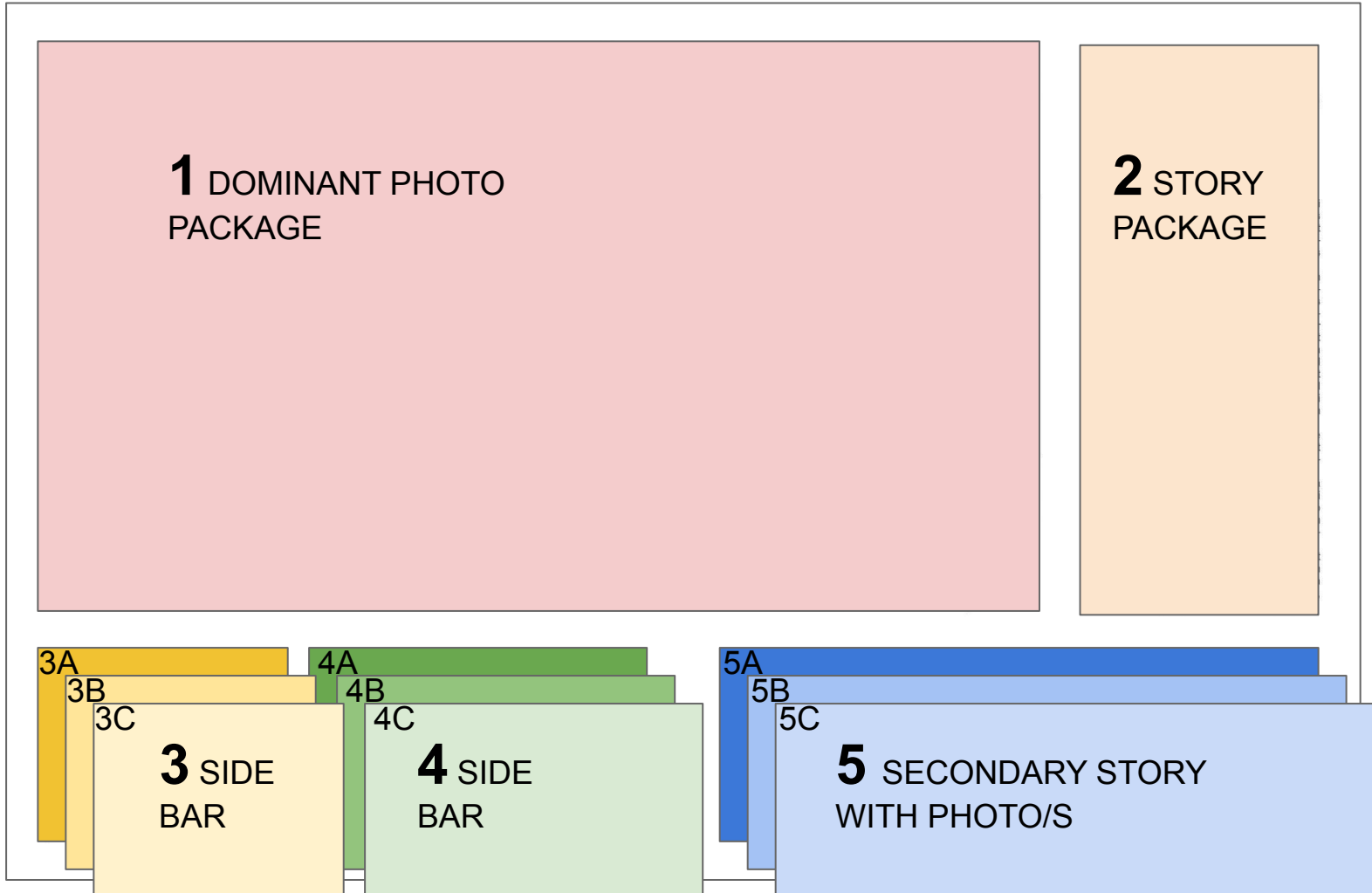
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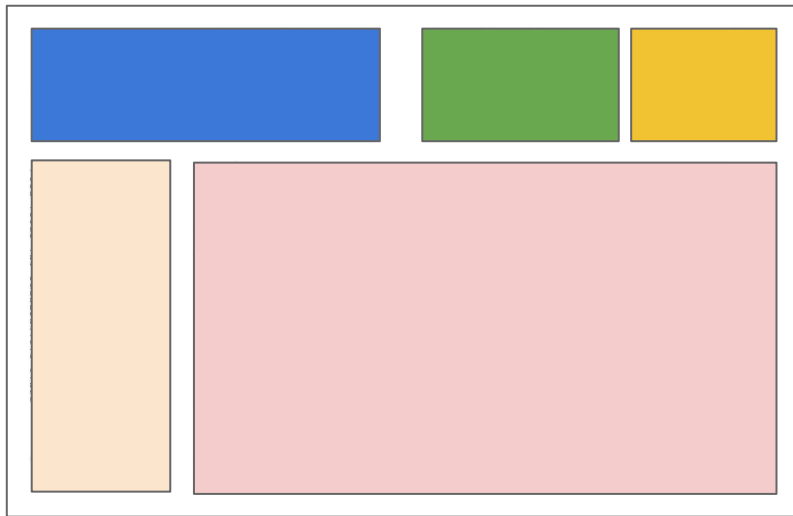
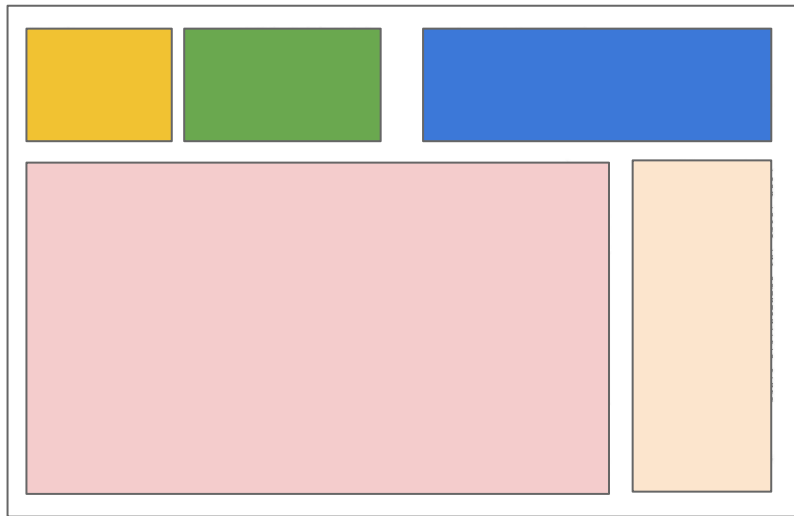
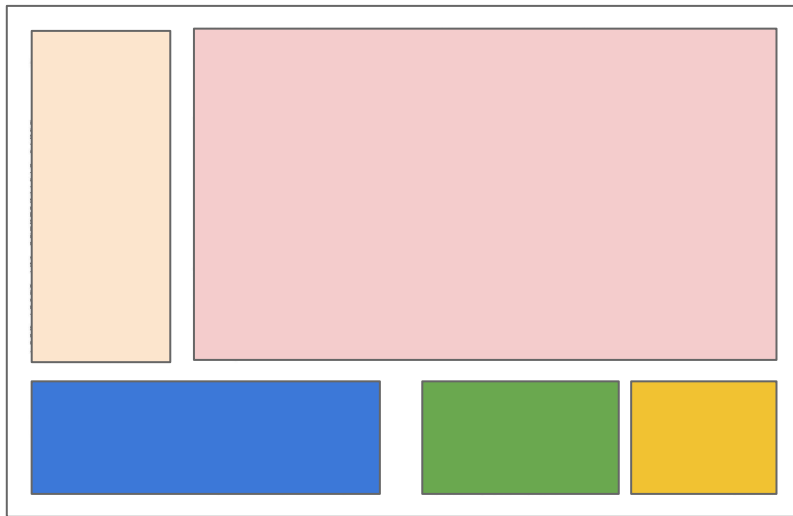
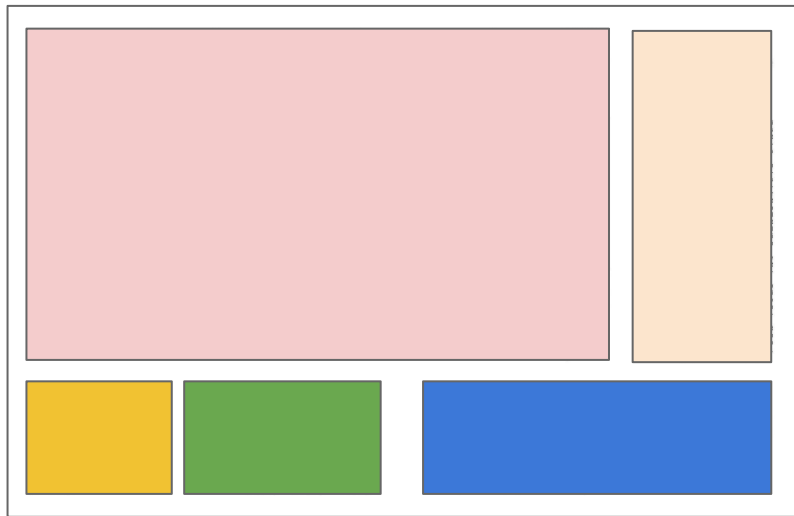
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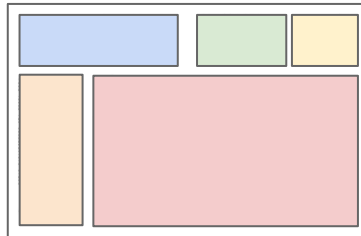
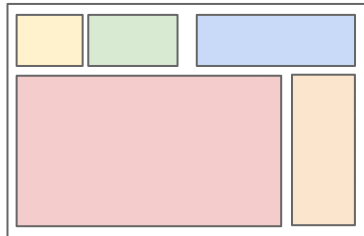
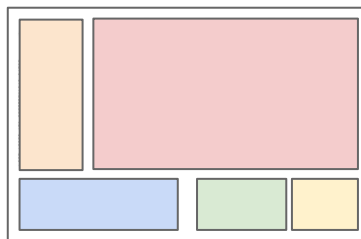
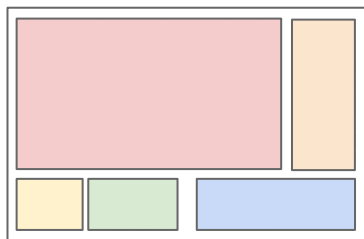
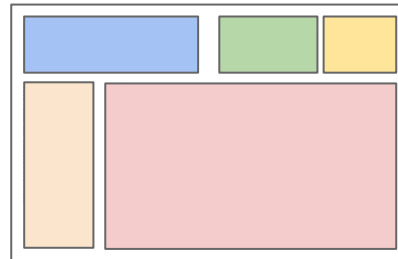
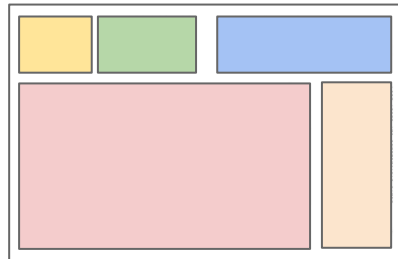
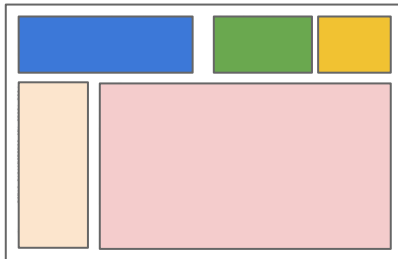
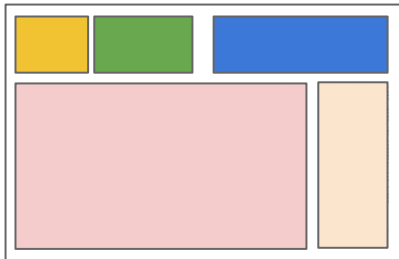
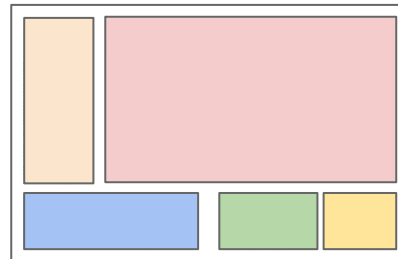
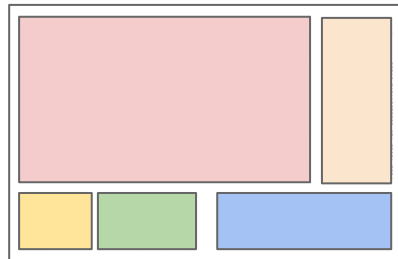
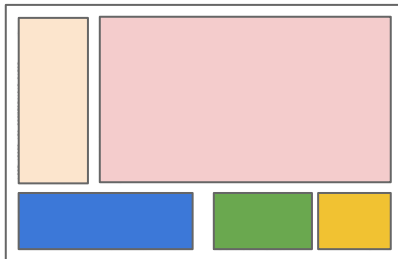
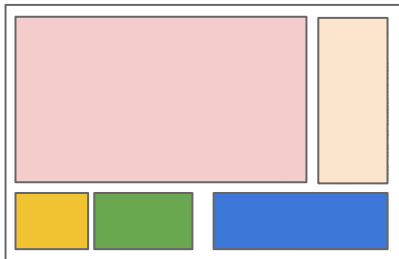
33% answered the same way on this poll

Based on 255 student responses Ariol N Italic, 6 pt

MODS







BUT WAIT, THERE'S MORE

OTHER THINGS YOU SHOULD PLAN TO PLAN:

LET'S GO TO THE LIBRARY! *(Developing/Using LIBRARIES in InDesign so everyone has access to the same mods and templates)*

PICTURE PERFECT – Selecting, adding & cropping photos *(Content should drive design and that starts with great stories and photos ... choosing images & cropping properly is a game changer)*

LET'S GET SERIOUS ... about Peer CRITIQUE *(This is something your team should be doing every week to grow together.)*

TIPS & TRICKS *(in design & life)*

SO NOW YOU CAN
MAKE THE BEST
PUBLICATIONS EVER.
[I SAID EVER.]

SO YOU'D BETTER WORK, WORK, WORK, WORK, WORK

GO TEAM!!!

LYDIA C. CADENA

810-923-3266



THE REMAINING SLIDES ARE USED
FOR AN IN-CLASS ACTIVITY IN
WHICH STUDENTS PRACTICE
DESIGNING.

IST

you need to work it out

BUST OUT A GRID

Use the back of the page to create your list of MUST HAVES for the section you plan to design while here.

Really think.

How many photos do you want in your dominant photo package?

How many side bars/mods/secondary packages do you want?

How much space will you allot to each?

FLIP THE PAGE

Once you've created your list and prioritized the packages, turn the page over to the GRID side.

You will create at least one MAIN EYE LINE.

(do NOT put it the center - if you do, your page will crave symmetry ... and that can be a real pain)

Sketch in additional lines to divide up your DPS.

Label your zones with letters - provide a brief description of what each will include.

COUNT ON IT

Count how many columns wide and rows high each zone is; record the numbers inside each zone.

Once you're done, you will apply these zones to a blank DPS.

Create a shaded box for each zone - make each one a different color.

Decide which zone you want to work on first.

GET SOME POTATOES

Copy the package from our initial activity that is most similar to what you have planned for the first zone you want to work on.

Paste the copied package directly onto the colored box for the zone you want to work on.

Align the package to the top left edge of the zone.

Modify the package design as needed to fit the space.

Repeat this for each zone.

CONSISTENCY
OF STYLE ...

LET'S TAKE A LITTLE
LOOK-SEE

VERIFY YOUR STATUS

Tomorrow you will recreate the document given to you - and here's why:

I want to confirm that you know how to use a potato peeler, paring knife and salt & pepper.

First, you'll take two minutes to read the recipe and make a plan. Then you will have 10 minutes to complete as much work as possible.

We'll pause, assess and discuss. Then we'll do it again.

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This is a question we asked several people?

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33% answered the same way on this poll

Based on 225 student responses Arial N Ital, 12 pt

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These are the responses of three of those people

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SO HOW DID THAT GO?

What did you do well?
Why did you do well on that?
Could you improve that?
How?

WHAT CHALLENGED YOU MOST?

Why?

What can we do to solve
that so you do better next
time?

What did you NOT do yet
that most concerns you?

WORKING SMARTER - NOT HARDER

Let's review *(which design tools are giving you trouble?)*

This time, work INSIDE the box(es) ... grids are not the enemy

YOUR NEW BEST FRIENDS: Align & Distribute *(life changers)*

Make it flippin' perfect ONCE *(zoom in, double-check it all)*

QUICK STEP: Copy & Paste *(key strokes VS. click & drag)*

[Flip it & Reverse it]

[Let's go to the Library]

NOW LET'S TRY THAT AGAIN

VERIFY YOUR STATUS - TAKE TWO

Continue to recreate the document given to you.

First, you'll take two minutes to re-examine the recipe and make a plan. Then you will have **20 MINUTES** to complete as much work as possible.

We'll stop, assess and discuss. Then we'll move on.

What you do not complete, continue to work on later.

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These are the responses of three of those people

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33% answered the same way on this poll

Based on 225 student responses Arial Na Bo, 4 pt

SO HOW DID THAT GO?

What did you do better?
Why did you improve on that?
Could you improve more?
How?

WHAT STILL CHALLENGED YOU?

Why?

What can we do to solve
that so you do better as
you continue to work?

What did you NOT do yet
that most concerns you?

GO TEAM!!!

