**The Planning: Yearbook Cover**

**Overview:**

Complete this document IN FULL, then get it checked over by Ms. Hammond before starting your yearbook cover design in Illustrator and Photoshop. Hand this document in with your .PSD, .AI, and .JPEG files once you are finished.

**Your To-Do List:**

* Organize your folders
* Find and analyze some examples
* Identify what makes a yearbook cover a yearbook cover
* Identify your writing variables
* Sketch a rough draft
* **Once you’re done:** Identify & explain the skills you used

Complete each To-Do List item in the space below:

**1. Organize Your Folders**

Create a new folder inside your “Desktop Publishing” folder called “YearbookCover.” Inside, create 2 more folders:

* “Extra Stuff” (this is for all the things you WON’T hand in)
* “loginname\_YearbookCover” (this is for the 4 things you WILL hand in)

**2. Find and Analyze Examples**

Find **3 yearbook covers** (they can be either previous NACI yearbooks or other schools’ yearbooks you find online). Paste **an image of each of these covers** below and write a brief description of why each cover appeals to you. Do not talk about the content **– talk about the design** (consider: contrast, repetition, alignment, proximity, color, balance, harmony, spacing, lines, typography, details, etc.) **and talk about how well the yearbook cover suits its purpose audience, and theme.**

**3. Identify What Makes a Yearbook Cover a Yearbook Cover**

Examine the 3 covers that you chose. In the space below, come up with 3 criteria that “make a yearbook cover a yearbook cover.” What do the three of your covers, and other covers you’ve seen, all have in common?

**4. Identify Your Communication Variables**

For **the NACI Yearbook Cover** you will be creating, identify each of the communication variables below:

* **Form (what the piece is)? – Yearbook Cover**
* Central Idea (what/who is the cover about)?
* Purpose (what is the cover supposed to do)?
* Audience (who is the cover supposed to attract)?
* Context (where would the cover be presented)?

**5. Sketch a Rough Draft**

Since you’ve been using your hands your entire life, it is often easier to draw/write with them than on a computer program. Use your hands, your brain, and paper/pencil to create a rough sketch of your **Yearbook Cover**. As you sketch, consider: Is there a photograph? Shape? Series of shapes? What does the text say? Where is the text in relation to the image? Why? What message do you want your logo to communicate? What colours can you use to communicate your message? Are there any special effects?

**6. Identify & Explain the Skills You Used**

After you’ve finished creating the final copy of your yearbook cover, identify the 5 Photoshop skills, as well as the 5 Illustrator skills you used in the table below. For each, explain which part of your cover it’s been applied to.

|  |  |  |
| --- | --- | --- |
|  | **Skill** | **Where/how it’s used** |
| **PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTOSHOP PHOTO** | | |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| **ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR ILLUSTRATOR** | | |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |