

EVOLUTION OF A SPREAD

On the following pages, look for the seven steps to create Square One™ spreads.

UNDERSTANDING HIERARCHY

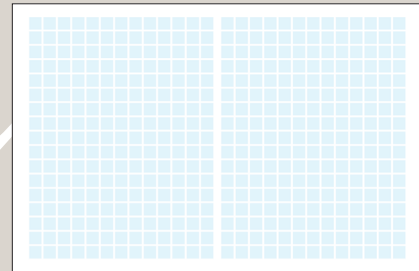
Essentials ▶ We see the largest elements on a spread first, so make a plan.

- ▶ The largest, dominant photo should be the most important and best quality.
- ▶ As we make other photos and design elements smaller, we are assigning importance to those items.
- ▶ The smallest items should be the least important.
- ▶ A variety of photo sizes keeps the eye moving across the spread.

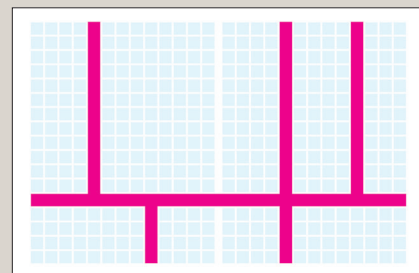
Secondary coverage mod
Second level of coverage. Smaller in text and photo size than a level-one mod.

Tertiary coverage mods
Third level of coverage. Smaller in text and photo size than a level-two mod, but always readable.

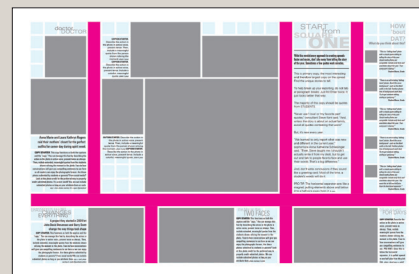
Folio
Spread identifier including page number. Usually placed in the external margin. Label all content on the spread here.



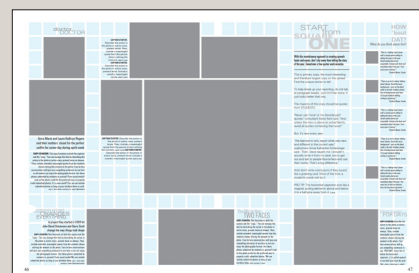
Blank grid



Grid with separators placed



Mods filled in to separated spaces



Separators removed



Completed spreads



Primary copy mod
First level of coverage. Usually the most important story or topic of the spread with the largest headline. Also labeled level-one copy or dominant copy.

Picture package mod
A group of photos, starting with one dominant photo and others getting smaller in size, all sharing a side with the dominant.

Supplementary coverage mod
Any small level of coverage used to get more students in the book.

ARE YOU READY?



Anna Marie and Laura Kathryn Rogers took over as captains of the volleyball team and made it their own

COPY STARTER. This copy functions as both the captions and the "copy." You can manage this feat by describing the action in the photo in active voice, present tense as always. Then, include extended, meaningful quotes from the students shown reliving the moment in the photo. Face-to-face conversations will give you compelling sentences to use here so all readers can enjoy the photographs forever. Are these photos submitted by students or parents? From social media? Look at this photo credit for the preferred way to properly credit submitted photos. It's a new world! Yes, we can include submitted photos as long as you attribute them as such. copy: a hand; photos courtesy of m. rogers @facebook

GRASSROOTS EFFORT CHANGES EVERYTHING

A team they started in 2009 let Marsha Clarkson and Tracy Jones change the way women's sports took shape

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The Mirror Has TWO FACES

COPY STARTER. This functions as both the caption and the "copy." You can manage this feat by describing the action in the photo in active voice, present tense as always. Then, include extended, meaningful quotes from the students shown reliving the moment in the photo. Face-to-face conversations will give you compelling sentences to use here so we can enjoy the photographs forever. Are these photos submitted by students or parents? Look at this photo credit for the preferred way to properly credit submitted photos. We can include submitted photos as long as you attribute them photo courtesy of c. chadwick



blue skies FOR DAYS

COPY STARTER. Describe the action in the photo in active voice, present tense as always. Then, include meaningful quotes from the students shown reliving the moment in the photo. Face-to-face conversations will give you compelling sentences to use. **PRO HINT:** Since this is below the horizontal separator, it is pulled upward to use half-pica from the pink line. photo: a hand; photo by c. chadwick

START from ONE

With this revolutionary approach to creating spreads faster and easier, don't shy away from telling the story of the year. Sometimes a few quotes work miracles.

This is primary copy, the most interesting and therefore largest copy on the spread. Find the unique stories to tell.

To help break up your reporting, do not tab at paragraph breaks. Just hit Enter twice. It looks better that way.

The majority of this copy should be quotes from STUDENTS.

"Never use 'I love' or 'my favorite part' quotes," consultant Steve Kent said. "And, unless the story is about an actual family, avoid all quotes containing that word."

But, it's new every year.

"We learned to only report what was new and different in the current year," sophomore Anna Katherine Schleisinger said. "Then, Steve taught me I shouldn't actually write it from my desk, but to get out and talk to people face-to-face and use their words. That's a big difference."

And, don't write conclusions if they sound like a greeting card. Most of the time, a student's words will do it.

PRO TIP: The horizontal separator acts like a magnet, pulling elements above and below it to a half-pica away from it. a. jones

HOW 'bout DAT?

What do you think of fall sports?

"This is a 'talking head' photo with a simple quote adding to telling the story of the year. Social media photos are acceptable. Include only facts and anecdotes about this year. True every year is dating." Student Name, Grade

"There is an art to taking 'talking head' photos. Avoid the same background - such as the black walls in the hall. Outdoor photos free of backgrounds work best. Try to get students talking, smiling or gesturing!" Student Name, Grade

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"This is a 'talking head' photo with a simple quote adding to telling the story of the year. Social media photos are acceptable. Include only facts and anecdotes about this year. You want this to fall one half-pica from the horizontal separator." Student Name, Grade