Design elements

Displaying visual and verbal content elements together presents a more complete story. Study the yearbook spread and answer the following questions using complete sentences. Use the back of this sheet. Refer to pages 104A-109A and 104B-109B in the 1,2,3 Student Yearbook Guide.

1. Discuss the use of verbal and visual elements on this spread. Is there an effective balance?

2. On the spread above, label each content element as “verbal” or “visual.”

3. Discuss the placement of captions in relationship to the photographs. Is this effective?

4. Why is the headline positioned above the story?

5. On the spread above, identify the following with labels:
   - margin
   - gutter
   - column