## **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*.



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- 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

