

# Trendsetters

We get asked all the time, "What's new in yearbook? What's cool in yearbook? What's the latest trend?"

Well here are a few you can peruse. We have been seeing some of these more and more in yearbooks that are on the cutting edge.

## Interior Margins

Here's a hot, new trend we are seeing on a regular basis: tool lines for interior margins. In traditional yearbook it has almost always been one pica. Some of us who have been around for a long time even remember when it was two picas. But more and more we are seeing two and three point tool lines as interior margins.

Our comment: It looks cool in a photo montage but we aren't entirely convinced it works for the entire spread. But this spread from the 2004 *Unaliyi* from Souderton Area HS in Souderton, PA, does a great job of using that style on the whole DPS. We especially like the modular look of the photos and the way the two interview pictures are offset from the main group of photos.



## Cool Type mixes

Lots of schools are learning that type can make a huge difference in how your book looks and they are varying font sizes, shades and weights to create great headlines and graphics like this inverse A seen in the 2004 *Flashback* from Ben Davis HS in Indianapolis, IN. The DPS (which was printed in full color—another major trend) featured all kinds of great type combinations and a wonderful choice of colors to accentuate them.



## Great QuickReads

Still the biggest trend of the past few years is the improvement and inclusion of superb QuickReads throughout every page of today's yearbooks. This "15 seconds of fame" type feature is from the 2004 *Eugenean* from South Eugene High School in Eugene, OR. The feature, which appeared on every sports DPS, always used a cutout photo as the illustration (another major trend of the past few years).

## Smaller mugs and more features

We are thrilled to death that some schools have started to make mug shots smaller and are then using the saved space for more coverage. This particular spread from the 2004 *Ambassador* published by the staff at Stevenson HS in Sterling Heights, MI, has a superb feature on hosting parties. It also features a great quote box that plays off the main theme, a set of tips at the top as well as section-wide set of features on the salutatorians and valedictorians at the bottom of every page in the senior section.