INSPIRATION +DESIGN FILES

ENTOURAGE ESSENTIALS: DAY 6

DONOW:

WHAT IS THE DIFFERENCE BETWEEN A **VERBAL** THEME AND A **VISUAL** THEME?

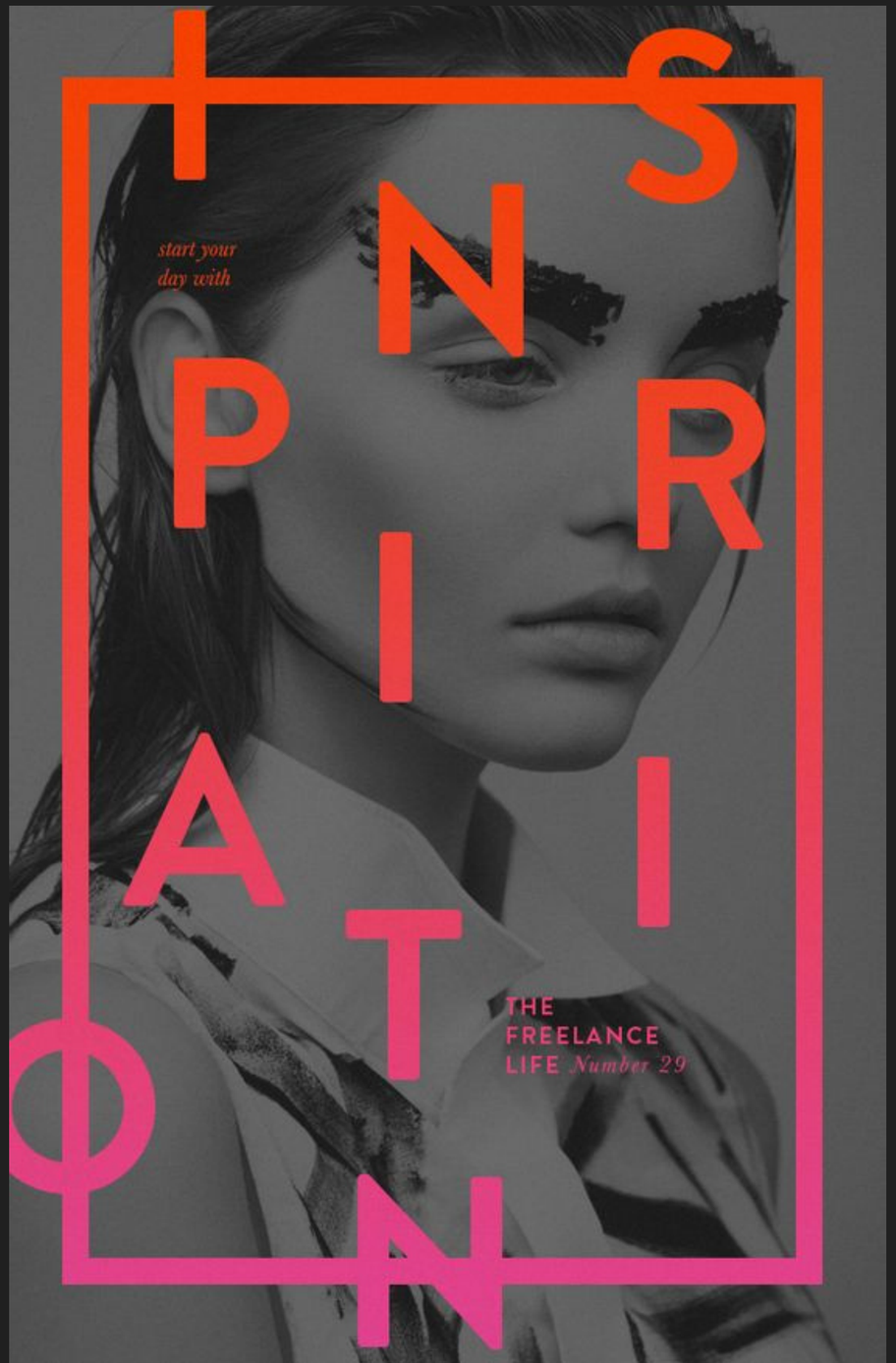
GIVE AN EXAMPLE OF EACH.

OBJECTIVES:

You will understand the importance of creating a relevant, realistic, recognizable, repeatable, and refreshing yearbook theme.

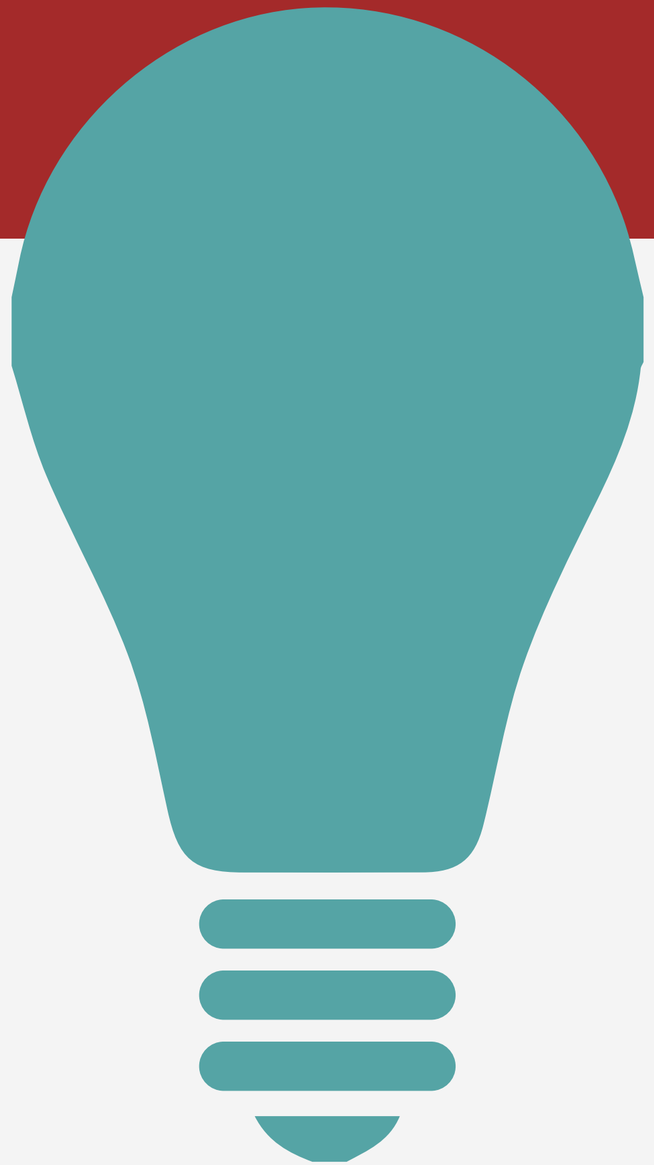
You will create a design file including layouts, color schemes, font pairings, and graphics in order to develop your theme visually and prepare to create a style guide.

good design starts with



WHERE CAN YOU FIND DESIGN INSPIRATON?

INSPIRATION:



google images all day
behance
dribbble
posters
magazines
other yearbooks
pinterest
library/bookstore
anything that looks interesting to you!

INSPIRATION DOES NOT MEAN COPYING

make it your own.

remember this:

IF YOU TAKE FROM ONE IT'S **PLAGAIRISM.**

IF YOU TAKE FROM MANY IT'S **RESEARCH.**

ILLUSTRATED INSPIRATION:

The yearbook staff loved this color palette from Bliss Inventive:

ILLUSTRATED INSPIRATION:

and made
it their own!

DESIGN FILE

A place where you can collect design inspiration, ideas, and references for your projects.

DESIGN FILE ASSIGNMENT

START ONE! YOUR IDEAS MUST BE CONNECTED TO YOUR THEME

COLLECT AT LEAST 3 IDEAS FOR THE FOLLOWING:

- Font Pairings (headline/secondary/body)
- Color Schemes (3-5 colors)
- Layouts
- Graphics

remember this:

COMMUNICATE DON'T DECORATE

before you save it, ask yourself
does it pass the 5 R's Test?
don't just save it because "it's cute"

FONT PAIRINGS

Cheers

TO THE NEW YEAR

hugs + kisses

COMING YOUR WAY

COMBINING TYPEFACES

Headline

SECONDARY

body copy body copy body copy body
copy body copy body copy body copy
body copy body copy body copy body

WILL YOU BE MY

valentine?

FONT PAIRINGS

WHERE TO LOOK:

LINKS:

Canva Font Pairing Guide

Google Font Combinations

SAVE OR SCREENSHOT YOUR IMAGES
MAKE NOTE OF FONT NAMES AND SIZES

COLOR SCHEMES

#F98866	Petal
#FF420E	Poppy
#80BD9E	Stem
#89DA59	Spring Green

a palette of 3-5 colors that reflect the mood and tone of your theme

HEX CODE

a way of specifying color

#003B46	Deep Aqua
#07575B	Ocean
#66A5AD	Wave
#C4DFE6	Seafoam

COLOR SCHEMES: MOOD

#98DBC6	Aquamarine
#5BC8AC	Turquoise
#E6D72A	Canary Yellow
#F18D9E	Pink Tulip

VS

#46211A	Crevice
#693D3D	Cloud Shadow
#BA5536	Desert
#A43820	Red Clay

MOOD/TONE: the emotions you feel looking at an image

HOW DOES THE MOOD CHANGE IN THESE TWO COLOR SCHEMES?

COLOR SCHEMES

WHERE TO LOOK:

LINKS:

Canva Color Guide

Adobe Color Wheel

SAVE OR SCREENSHOT YOUR IMAGES
MAKE NOTE OF THE HEX CODES

LAYOUTS

arrangement of text, images, and other objects on a page.

Magazine layout template Vector | F...
freepik.com

Magazine Layout on Behance
behance.net

LAYOUTS

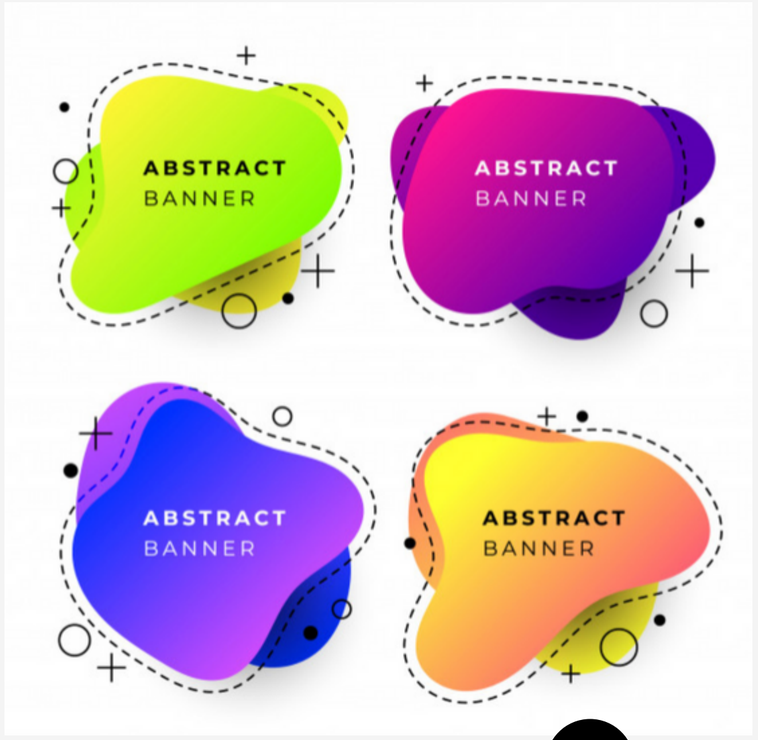
WHERE TO LOOK:

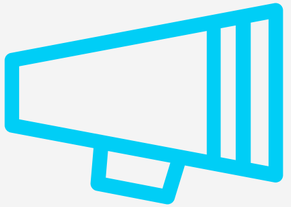
magazines
google images
behance
other yearbooks

SAVE OR SCREENSHOT YOUR IMAGES

GRAPHICS

what kind of images will enhance your verbal theme?





GRAPHICS

WHERE TO LOOK:

LINK:

FreePik

DRAW AND SCAN YOUR OWN!

SAVE OR SCREENSHOT YOUR IMAGES

DESIGN FILE ASSIGNMENT

START ONE! YOUR IDEAS MUST BE CONNECTED TO YOUR THEME.

COLLECT AT LEAST 3 IDEAS FOR THE FOLLOWING:

- Font Pairings (headline/secondary/body)
- Color Schemes (3-5 colors in each scheme)
- Layouts
- Graphics