

YEARBOOK AD DESIGN TIPS

Preparation...Before proceeding to the Herff Jones Ad Creation Site

1. Gather the photographs you think you might want to use and place them where you can find them easily on your computer, like in a folder on the desktop. If they are not digital photos you will need to scan them. **The higher the resolution the better, 300 dpi is best!**
2. Think about what you want to say. Write it down, have it handy and spell check your copy!
3. Read over the Herff Jones Ad Creation Guide. This guide is on our website in PDF format for your convenience.

General Design Tips...To make your ad look GREAT!

1. Be careful not to say too much! Consider the size of the ad. The more you say the smaller the text will have to be in order to fit it all. Smaller text will be harder to read!
2. Include the honoree's **Full Name** – at the top of the ad or under a picture – somewhere within the ad!
3. Include the names of all the family members honoring the recipient of the ad.
4. **Choose the font** (letter style) carefully. Decorative fonts can be very hard to read! Boldfaced type is usually easier to read and will stand out more.
5. Choose the background color (an option) and text color(s) carefully. Look at the colors within the pictures you are using as a guide for color selection.
6. Consider the size of the ad when deciding how many pictures to include. The more pictures you include the smaller they will have to be within the ad. Think **FEWER, BIGGER pictures are BETTER** when laying out your ad. Besides you want some room for your text. You want to create a balance between the pictures and the text.
7. **Photo selection** – Choose photos that are high quality and high resolution (300 dpi is the best) they will reproduce better in the yearbook. This means they are in focus and the colors look natural – not under or over exposed. Suggestion: choose a photo from early childhood and a more recent one.

While at the Ad Creation Site...Be sure to...

1. **Spell check** your copy!
2. Proof your ad for its final appearance!
3. Pay for your ad in order to submit it!
4. Complete your ad by **November 12th** for it to be included in the yearbook!

Please note: The yearbook staff is not responsible for ad design errors, spelling mistakes and grammar errors! You must carefully proof your ad before final submission!