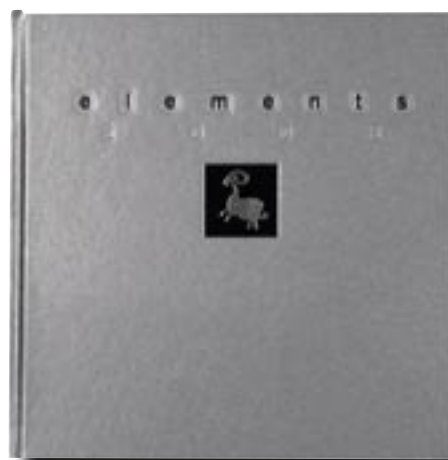


Design jostens Defined



At first glance, you take a second and ask yourself, "Is that really a yearbook? It's square." And yes, it is. This was the cover where the theme "Elements" was established. And, as you will see, it is the elements of this book that explain its squareness.



The dividers echo the title page with their four picture montage. Printed on the same stock as the endsheet, they are machine-tipped between signatures.



Right on through the index to the final pages of the yearbook, the staff stuck to the theme and continued to do a superb job. Each index page featured three outstanding, square photos, square initial letters and all last names in bold.

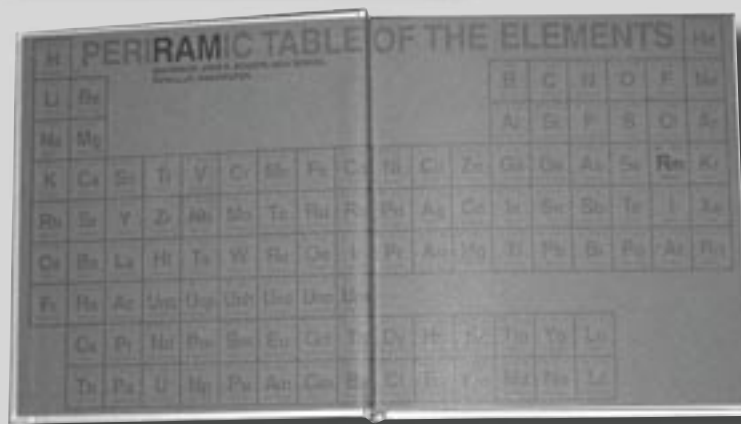
Bringing you the hottest trends in design each and every month. This month:

This time... square isn't

One of the hottest books we saw this year went completely outside the box. Actually that is literally not true. They did their yearbook completely inside a box. A perfectly square box.

Gov. John Rogers High School in Puyallup, WA did a completely square yearbook in 2002.

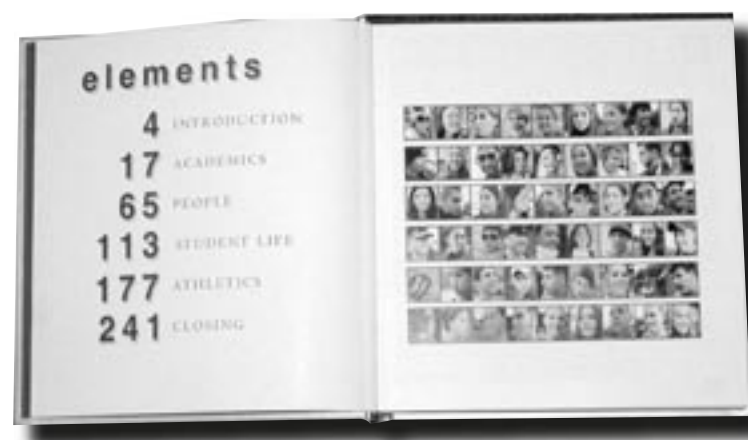
Not only was the book a perfect square, every picture (yes, every picture in it) was a perfect square. And it's not boring! It is incredible. See for yourself. ●



The endsheet explains it all with the "PERIRAMIC Table of Elements." You'll note a complete table of elements with one slight addition—RAMIUM. The endsheet was printed in blue on a blue endsheet with all the other elements at 60% and Radium the only one printed at 100%.

The start of it. Square pictures everywhere. The four title page photos are not only square, they connect into a larger square.

Printed in full color, they are incredibly vivid and true stoppers with great close-ups of faces, a theme that will carry through the rest of the yearbook.



The following pages feature the "Table of Contents" and continue the square photo theme with 54 superb, full color, close-up photos of their students.

This double page spread from the Student Life Section is a perfect of example of the look of the rest of the book. It featured hundreds of small, facial close-ups interspersed throughout their action shots. This page on Assemblies also has their trademark Square box drop cap at the front of their body copy which itself is set with extra leading for easy readability.

You can also see where they inserted different element boxes into the close-up portraits with reference to the page content. By mixing these element boxes into the close-up portraits they are making the simple statement that the students in our school are the "elements" who are the basis of their school. What a fantastic way to subtly promote the theme on almost every page. Since you can't see it in our black and white newsletter, you need us to let you know that these small portrait shots that appear everywhere in the book are printed in blue spot color to match the colors on the endsheets. So, all the students are part of RAMIUM. Well done!

