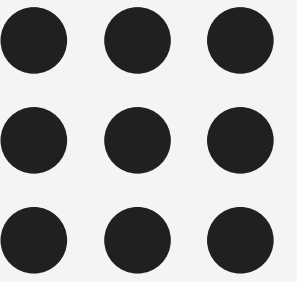


# INSPIRATION + DESIGN FILES

ESSENTIALS: DAY 6



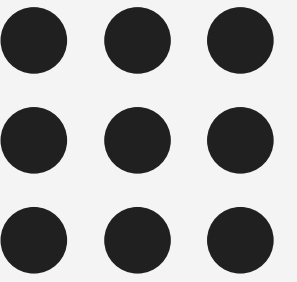
DO **NOW**:



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

**GIVE AN EXAMPLE OF EACH.**

# OBJECTIVES:

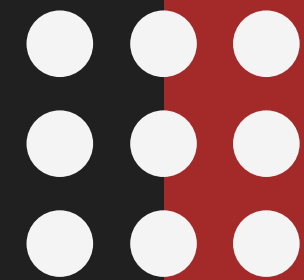


You will understand the importance of creating a relevant, realistic, recognizable, repeatable, and refreshing yearbook theme.

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 INSPIRATION?





# INSPIRATION:

google images all day

behance

dribbble

posters

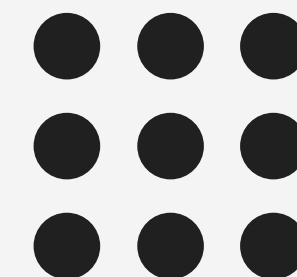
magazines

other yearbooks

pinterest

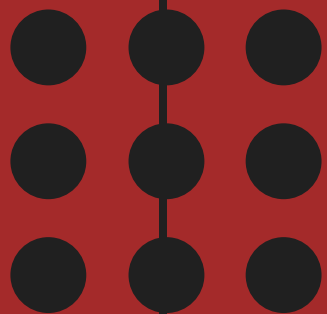
library/bookstore

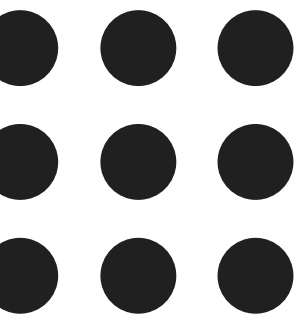
**anything that looks interesting to you!**



**INSPIRATION  
DOES NOT  
MEAN  
COPYING**

***make it your own.***





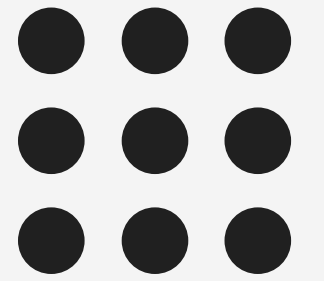
**IF YOU TAKE  
FROM ONE IT'S  
PLAGAIRISM.**

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

**remember this:**



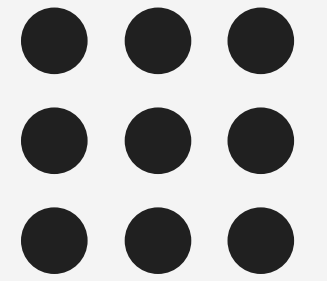
# ILLUSTRATED INSPIRATION:



The yearbook staff loved this color palette from Bliss Inventive:



# ILLUSTRATED INSPIRATION:

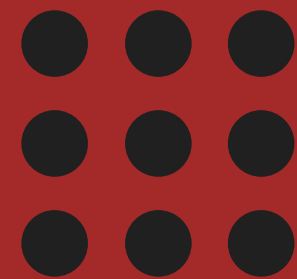


and made  
it their own!





# DESIGN FILE

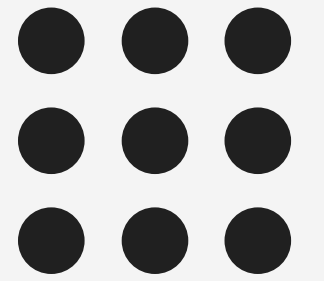


A place where you can collect design inspiration, ideas, and references for your projects.





# DESIGN FILE ASSIGNMENT

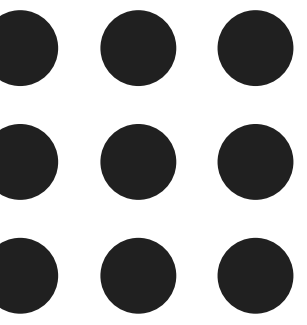


**START ONE! YOUR IDEAS MUST BE CONNECTED TO YOUR THEME**

**COLLECT AT LEAST 3 IDEAS FOR THE FOLLOWING:**

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





**COMMUNICATE**

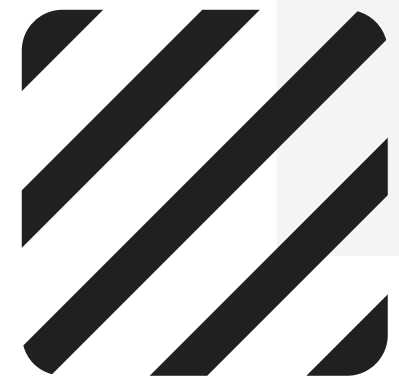
**DON'T**

**DECORATE**

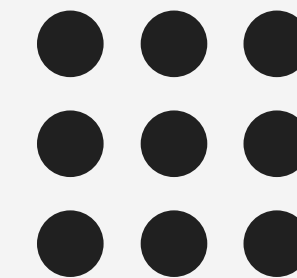
before you save it, ask yourself  
does it pass the 5 R's Test?

**don't just save it because "it's cute"**

**remember this:**



# FONT PAIRINGS



*Cheers*

TO THE NEW YEAR

## 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

**hugs +  
kisses**

COMING YOUR WAY

WILL YOU BE MY

**valentine?**



# FONT PAIRINGS

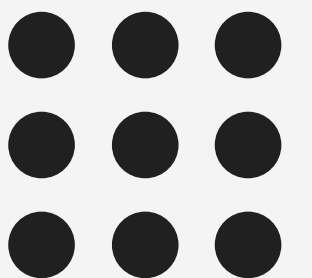
**WHERE TO LOOK:**

**LINKS:**

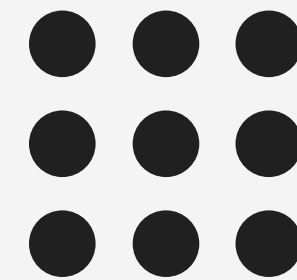
[Canva Font Pairing Guide](#)

[Google Font Combinations](#)

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



# COLOR SCHEMES



#F98866

Petal

#FF420E

Poppy

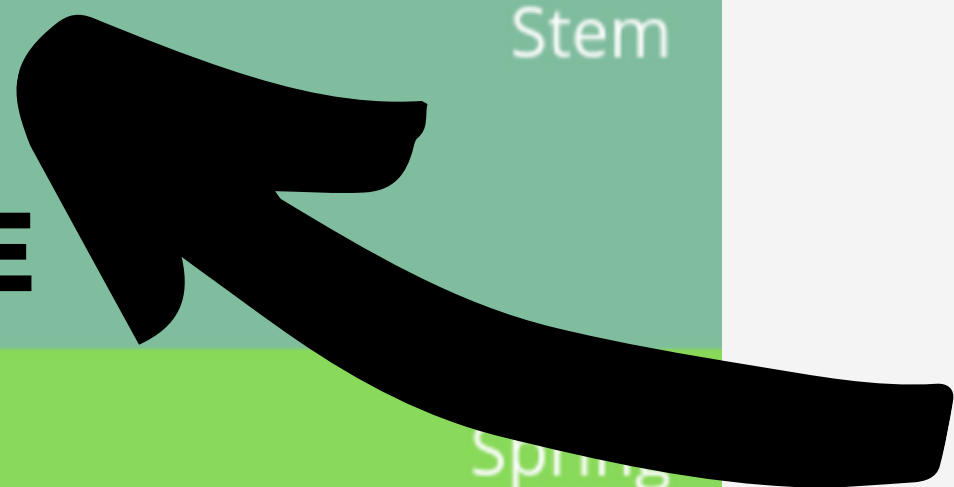
#80BD9E

Stem

#89DA59

Spring  
Green

**HEX  
CODE**



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

a way of specifying color

#003B46

Deep Aqua

#07575B

Ocean

#66A5AD

Wave

#C4DFE6

Seafoam

# COLOR SCHEMES: MOOD

#98DBC6

Aquamarine

#5BC8AC

Turquoise

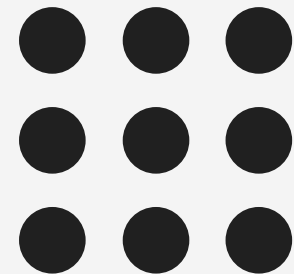
#E6D72A

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

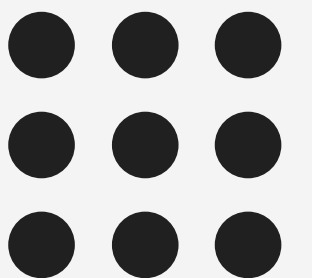
**WHERE TO LOOK:**

**LINKS:**

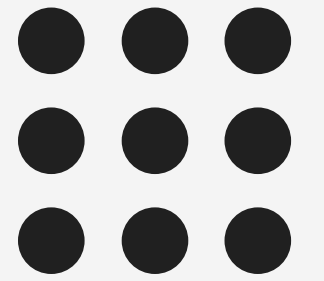
Canva Color Guide

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:

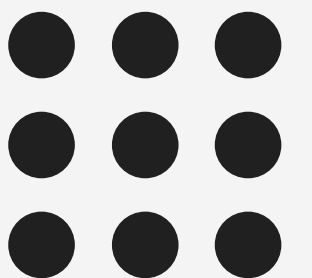
magazines

google images

behance

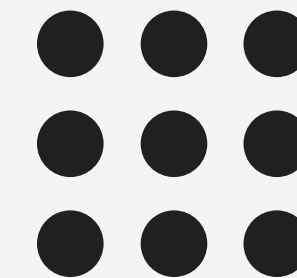
other yearbooks

**SAVE OR SCREENSHOT YOUR IMAGES**

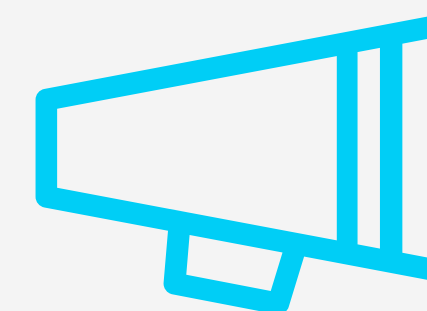
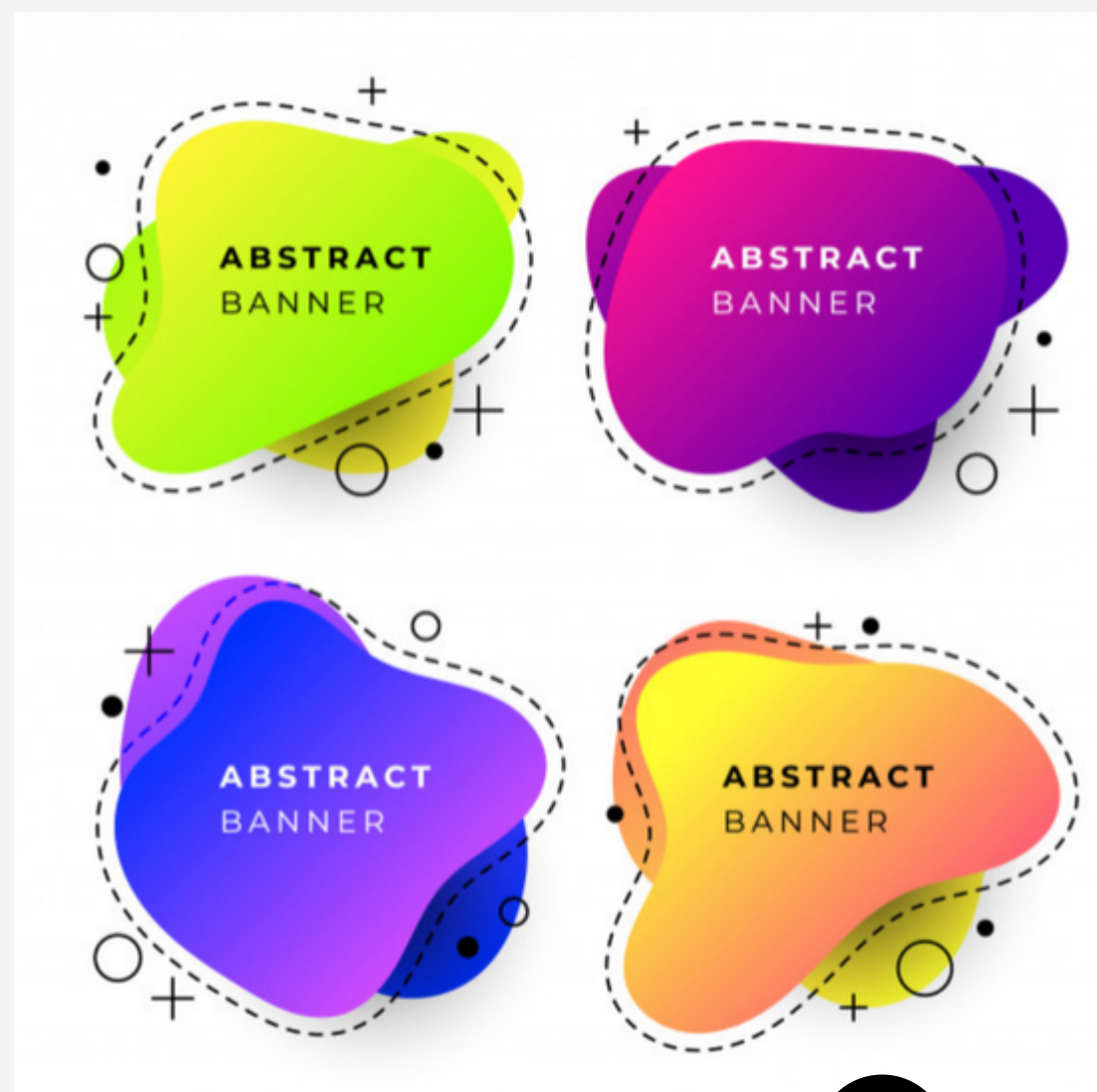




# GRAPHICS



what kind of images  
will enhance your  
verbal theme?



# GRAPHICS

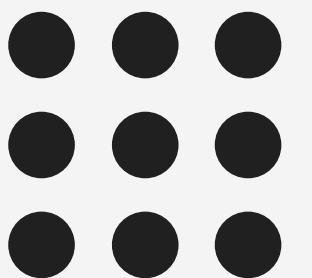
**WHERE TO LOOK:**

**LINK:**

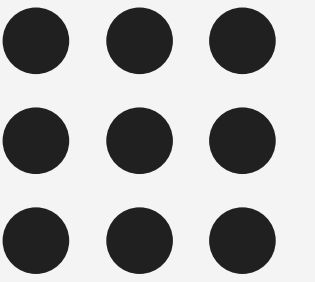
FreePik

**DRAW AND SCAN  
YOUR OWN!**

**SAVE OR SCREENSHOT YOUR IMAGES**



# DESIGN FILE ASSIGNMENT



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- Color Schemes (3-5 colors in each scheme)
- Layouts
- Graphics

