LEARNING DESIGN
FROM THE AWARD WINNERS

Kristy Nyp, publications adviser, Manhattan High School
Barb Tholen, publications adviser, Lawrence High School
Eric Thomas, KSPA executive director, KU journalism school

kspaonline.org
Kansas Scholastic Press Association
What we said we would do . . .

Each year, dozens of students from around the nation compete in publication design contests. The winning work represents some of the most cutting-edge design work done by high school students. Come to this session to see the fundamental principles of design at work and also how young designers are pushing beyond the basics to design pages and graphics with contemporary flair.
<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>What planning went into this? What overall goals were the designers trying to accomplish? What is communicated by the design?</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINCIPLE</td>
<td>Which generally recognized design principles are at work here? What emotional/cognitive effect does design have on the viewer?</td>
</tr>
<tr>
<td>TREND</td>
<td>What is “cool” these days? How can creator visually communicate to the intended audience (teens) in an “authentic” way?</td>
</tr>
</tbody>
</table>
NSPA: National Scholastic Press Association
Best of the Year contest

Learning design from the award winners
Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
CONCEPT: Using Symbolism
Ask students to consider symbols rather than situations to illustrate stories.

PRINCIPLE: Contrasting Colors
Red, black and white when used together create contrast, drama and intensity

TREND: Banners behind type
Allows type to stand out against backgrounds, plus mimics highlighter effect
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CONCEPT:
Tell story with numbers
A large survey (200 students) allows for stats that speak with as much authority as a story

PRINCIPLE:
Modular with twists
This design takes traditional modular design and allows for some rule breaking

TREND:
Spot color (muted) is back
The trend of the 80s is back, but with some subtlety: use of spot color with less saturation
Rachel Bateman
The Northwest Passage
Shawnee Mission Northwest
High School
Shawnee, Kansas

CONCEPT:
Tell a national story, but local
While this story made big news, the staff told the story in visuals from students at the school

PRINCIPLE:
Asymmetrical imbalance
Heavy color vs. less color, large images vs. small . . . creates movement

TREND:
Flat logo design
Logos and type make an effort to be 2D rather than 3D
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CONCEPT:
Equal parts words & visuals

Story and visuals have equal footing and space considerations here.

PRINCIPLE:
Repetition is best when broken

The logos at the top have repetition broken by the headline.

TREND:
More flat graphics, except:
Notice how the slight gradient effect softens the illustration’s feeling

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Connecting learning to students’ lives

Relevant examples and hands-on activities make the curriculum meaningful and applicable to students’ lives.

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CONCEPT:
Get THE visual
Staff got “the” photo of the event from KC Star photographer and made that centerpiece of spread

PRINCIPLE:
Bleed photo & text
Same principle as tomatoes, but with text added this time

TREND:
Use familiar tech icons
Location markers mimic what we would find in an app or on the web
CONCEPT:
Diverse data deserves different display
Use the full menu of graphs, charts and illustrations to show data

PRINCIPLE:
Warm advances, cool recedes
Reds are aggressive while blues are passive, if not retreating.

TREND:
Play with tint, limit saturation
Colors don’t have to punch the reader in the gut.

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KSPA: Kansas Scholastic Press Association
State Advertising Contest

Learning design from the award winners
Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
Emmitt Simpson
1st Place, 1A/2A
Advertising
Chase County Jr./Sr. High

CONCEPT:
Hints at a
beginning-middle-and-end
Use of road makes the ad
both graphic and narrative

PRINCIPLE:
Warm color pops on a cool
background
Consider how many
noteworthy logos are red

TREND:
Plays with “gaming” feel
How can our designs feel like
games or other common teen
experiences?
Abby Brockmann
3A/4A, 1st place
Advertising
Silver Lake High School

CONCEPT:
Logo as central
The design here showcases the logo in a prominent position and size. Smart key words

PRINCIPLE:
Our readers’ eyes move left to right
Design moves energy left to right with gradient, road and arrow: right is progress.

TREND:
Thin text in headline
This is typically a feminine appeal and is starting to fade
Learning design from the award winners

Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
KSPA: Kansas Scholastic Press Association
State News Design Contest

Learning design from the award winners
Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
CONCEPT:
The news is collective news
If people are willing to protest, than the number (and collective quantity) of people should be highlighted

PRINCIPLE:
Dominance 1:3:9 ratio
Showcase package vs. secondary package vs. flag for front page

TREND:
Newspapers look more like magazines
Fewer stories on front page, and more likely to showcase a single or pair of stories
CONCEPT:
If the news is serious, then treat story like legacy news. Solid modular layout is timeless, provided that content is sound.

PRINCIPLE:
Consistency signals professionalism. Notice the attention to detail: internal margins, bylines, copy block styling . . .

TREND:
Irregular photo packaging. In past, photos demanded lots of space to separate. Current audiences don’t need that.
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KSPA: Kansas Scholastic Press Association
Yearbook Layout

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Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
CONCEPT:
Photos as central: both literally and figuratively
Notice how central photos are to the geography of the design

PRINCIPLE:
White space should never be trapped
Except when it is ok . . . and more often than before it is ok, because white space is everywhere.

TREND:
Nested captions
That’s one phrase for them: put all captions in one place (use numbers? letters?)

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CONCEPT:
Consider your spread as a collection of packages
Each package should be set off with its own internal margin measurement

PRINCIPLE:
Photo should look into headline/copy
Photos shouldn’t aim off the page

TREND:
It’s sketchy
As we lean more on digital devices, we want print products to feel homemade. Even if they aren’t.
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KSPA: Kansas Scholastic Press Association
Yearbook Theme & Graphics

Learning design from the award winners
Kristy Nyp, Manhattan; Barb Tholen, Lawrence; Eric Thomas, KU
Jordan Joyce & Emily Albers
5A/6A, 1st place
Yearbook Theme & Graphics
Blue Valley Northwest

CONCEPT:
Merger of inclusive photo and graphics
This is a smart and crowd-pleasing way to show school unity on cover

PRINCIPLE:
Create tension by not being quite even balance
Cover shows movement top to bottom both with line, and with balance

TREND:
Steal from fashion
What students buy off clothing racks is what they will buy in your publication
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NSPA: National Scholastic Press Association
Yearbook Pacemaker Award

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The Tribute, 2015
Heritage High School
Cassie Vital, editor
Rebecca Pollard, adviser
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CONCEPTS

What concept was most prevalent?
What principle elevated these designs?

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TRENDS

What trends are influencing our designers and our audiences?

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