



# INSPO RESOURCES

## SEEK INSPIRATION FROM OTHER SOURCES AND COMBINE OR ADAPT THEM TO FIT.

**ZINIO** was a great source for free access to lots of magazines for many years, but has since monetized the collection; so, unless you subscribe there now, you can't browse a magazine. You can buy individual issues, but can't see what's inside until after you purchase.

**ISSUU** doesn't include every magazine or every issue, but it does provide no-strings-attached access to all kinds of publications, including annual reports and viewbooks as well as magazines.

**LIBRARY ACCESS** depends on the system your community library uses, but platforms like RBDigital, Flipster and others allow anyone with a library card to sign in a browse current and back issues of magazines from all over the world.

**ABDUZEEDO** is a powerful source of information, instruction and inspiration. This international design blog provides, tutorials and cases studies, collections and a daily inspiration section.

**ADS OF THE WORLD** is part of the Clio network and gives you easy access to both visual and verbal messages crafted by professionals. You can filter by country, industry and medium to see compelling campaigns of all types. And there a section of student ads as well.

**AWWWARDS** recognizes design, creativity and innovation on the internet and the site is packed with collections of award-winning design, typography and more.

**BEHANCE** is another online community where designers can share and showcase their work. Because anyone can join and post on the site, Behance has an expansive bigger archive that may provide more options and styles.

**DRIBBBLE** is another great website to find design inspiration; it's an online community for designers to showcase their own artwork and participation is by invitation only. While the archives are smaller than Behance's, the work may be at a higher level overall because of the curation of designers invited.

**PINTEREST** is another great site to find design inspiration and craft tutorials. It's not just about graphic design, so there are lots of creative endeavors on the site — and it's a great source when you're working on a mood board for your theme visuals. Some staffs require that each staff have an individual board in addition to a collection of ideas that the whole group shares.

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HERFF JONES  BY YOUR SIDE.



# INSPO CATALOGUE

## IT'S ABOUT SO MUCH MORE THAN JUST COLLECTING INTERESTING SAMPLES. ANALYSIS IS CRUCIAL.

In order to build a collection of inspiration for your yearbook, you need to understand what inspires you and how you could possibly use it.

For each piece of inspiration, keep track of details and elements that inspire you as your staff moves forward.

### BREAKING DOWN INSPIRATION

You can be inspired by many specific details. When you think about what inspires you about a piece and why, try to break it down into one (or more) of the following:

- **THE LOOK:** Visual elements, such as colors, layout, graphics, photo or type treatments
- **THE SOUND:** Written elements, such as the words used, the story told, the tone, the rhythm of lines of text
- **THE FEEL:** Emotional or logical elements, such as the mood, the way different visual or written elements make you think and feel

### USING INSPIRATION

You can use inspiration any number of ways. Here are a few things to think about:

- **THEME:** Can we use this to carry out the theme throughout our book?
- **COVERAGE:** Can we develop this into a story idea to include better (and theme-related) coverage in our book?
- **VISUAL VARIETY:** Can we take this layout (or pieces of it) and adapt it to fill our book with fresh designs?

Most staffs work on the visual components of their theme after they have chosen an appropriate story and verbal tagline, but it's never too early to collect visuals you like and other kinds of inspiration. Whether you have a folder on your computer, a file of physical examples or a collection of quick shots on your phone, it's easier to revisit a collection of ideas you have already curated than to try and remember the nuances of something you saw days/weeks/months ago.

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# THE HUNT IS ON

## FILLING YOUR BRAIN WITH IDEAS YOU LIKE IS A POWERFUL WAY TO MAKE SURE YOUR VISUALS WORK TOGETHER AND COMMUNICATE WELL.

A collection of inspirations is important for every yearbook staff. Most designers keep a clip file — whether the samples are printed pieces, screenshots or photos stored on phones. If you don't already have one, now is the time to start!

Apart from the process of analysis is the act of actually collecting ideas. Some staffs plan a trip to a huge bookstore with an incredible magazine section to look for visual delight. Others check for timely color preferences at the mall or do all of their research online. Use the resources we shared to begin a collection of all kinds visual devices — and assign each staffer to collect a certain number in the following categories:

### **TYPOGRAPHY**

- **FONTS**
- **HEADLINE DESIGNS**
- **TYPE LOGOS**
- **PULLED QUOTES**
- **COPY/CAPTION STARTERS**

### **GRAPHICS**

- **COLOR USAGE**
- **SHAPES**
- **TEXTURES**
- **RULE LINES/SEPARATION DEVICES**
- **PHOTO EFFECTS**
- **INFOGRAPHICS**

In sharing collections by all staffers, you'll be able to see similarities and differences in taste (and tone) as well as variations on some common themes and which devices could be effectively combined — all of which will help create a strong and cohesive visual voice.

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