



Mark Schledorn has advised yearbooks for 20 years in Brevard County, Florida. His books and newspapers consistently garner All-American and Gold-Medalist recognition. In his free time, he enjoys surfing and yearbook workdays.

If I knew then what I **know**

Taylor Zimmerman is a senior at West Shore Jr./ Sr. High School. She is an editor-in-chief of the *Arcadia* yearbook and enjoys taking and teaching dance classes. She hopes to become a mechanical engineer and plans on attending Georgia Institute of Technology in the fall.

The rails provide a visual link throughout the book. We put the rails on the page and then design the spread modules as entities separated by the rails. One of our goals is to get each student in the book at least three times. The rail-separated packages give us a cool way to give attention to students who otherwise might not get into the book while avoiding an overcrowded design.

Mark Schledorn

"We try to have a "threepeat" on each spread bringing part of our theme (in this case the circles and arrows) to the spread three times. Our rails feature different coverage modules and showcase deserving content elements helping us incorporate the threepeat reinforcing the visual look of the book."

Taylor Zimmerman

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32

