



QUICK START YEARBOOK PLANNING GUIDE

YEARBOOK BUILDER
TYPES OF COVERAGE
SAMPLE YEARBOOK LADDER
THEME PLANNER
CLUB INFORMATION SHEET
PHOTO PLANNER

YEARBOOK BUILDER

Before jumping head-first into planning your ladder, take a minute to complete this worksheet. By beginning with accurate page counts you will make the job much easier.

After completing this worksheet, begin planning your ladder on the next pages. Work in pencil to easily make changes.

TOTAL PAGES FOR THE OPENING/CLOSING: The opening and closing sections usually occupy one to three spreads in both the front and the back of the yearbook including the title page [page 1] and the parting page [last page].	
TOTAL PAGES FOR DIVIDERS: Depending on your format, you'll likely need divider spreads for: summer, fall, winter, spring, people and advertising.	
TOTAL PAGES FOR PEOPLE/CLASSROOMS: If group/team photos are displayed together, pages must be reserved for this directory. If they are displayed on spreads featuring organization and sports coverage, do not allocate pages here.	
TOTAL PAGES FOR GROUP PHOTOS: Based on your sales in previous years, forecast the number of pages of advertising you plan to sell for this year's yearbook.	
TOTAL PAGES FOR ADVERTISING: Based on your sales in previous years, forecast the number of pages of advertising you plan to sell for this year's yearbook.	
TOTAL PAGES FOR INDEX: If you are planning to use the same design format, and your enrollment hasn't significantly increased, you should be able to allocate the same number of index pages as last year.	
TOTAL PAGES FOR SPECIALTY COVERAGE: If you have any unique specialty coverage, including a student design gallery, who's who or awards, that doesn't fit within the areas outlined above, allocate those pages here.	
TOTAL PAGES FOR CHRONOLOGICAL COVERAGE: The remaining pages will be devoted to chronological coverage. These pages represent student life, academics, sports and organizations.	
TOTAL PAGES IN YOUR YEARBOOK: Calculate the total number of pages in the categories above. If this total doesn't match the number of pages planned for your yearbook, adjust the numbers with your rep before beginning.	

TYPES OF COVERAGE

There are two main types of coverage that yearbooks traditionally follow, chronological and traditional. Learn more about the two types before you begin laying out pages on your ladder.

CHRONOLOGICAL

Readers live their lives day-by-day so it only makes sense that storytelling reflects the ways in which they live their lives. There are several time frames which provide logical divisions for the stories of the year: seasonally (summer/fall/winter/spring), quarterly (by school calendar and grading periods), monthly (June-May) and weekly/daily

TRADITIONAL

Chronological yearbooks are a newer concept, while traditional yearbooks have dominated the space for decades. Traditional sections are bound by type of page or spread, rather than time. Traditional sections vary from school to school, but some sections include: people, sports, clubs, student life and academics.

SAMPLE TRADITIONAL LADDER

SIGNATURE 1		SIGNATURE 2		SIGNATURE 3		SIGNATURE 4	
2 ADMINISTRATION Deadline # _____		18 FOURTH GRADE Deadline # _____		34 SEVENTH GRADE Deadline # _____		50 CLUBS Deadline # _____	
4 FACULTY/STAFF Deadline # _____		20 FOURTH GRADE Deadline # _____		36 SEVENTH GRADE Deadline # _____		52 STUDENT LIFE Deadline # _____	
6 ACADEMICS DIVIDER Deadline # _____		22 FIFTH GRADE Deadline # _____		38 SEVENTH GRADE Deadline # _____		54 HALLOWEEN Deadline # _____	
8 SCIENCE Deadline # _____		24 FIFTH GRADE Deadline # _____		40 EIGHTH GRADE Deadline # _____		56 HOMECOMING Deadline # _____	
10 P.E. Deadline # _____		26 FIFTH GRADE Deadline # _____		42 EIGHTH GRADE Deadline # _____		58 WINTER DANCE Deadline # _____	
12 ART Deadline # _____		28 SIXTH GRADE Deadline # _____		44 EIGHTH GRADE Deadline # _____		60 SPRING BREAK Deadline # _____	
14 SPANISH Deadline # _____		30 SIXTH GRADE Deadline # _____		46 CLUBS Deadline # _____		62 CANDIDS Deadline # _____	
16 PEOPLE DIVIDER Deadline # _____		32 SIXTH GRADE Deadline # _____		48 CLUBS Deadline # _____		64 CLOSING Deadline # _____	
1 OPENING Deadline # _____		19 FOURTH GRADE Deadline # _____		35 SEVENTH GRADE Deadline # _____		51 CLUBS Deadline # _____	
3 ADMINISTRATION Deadline # _____		21 FOURTH GRADE Deadline # _____		37 SEVENTH GRADE Deadline # _____		53 FIRST DAY Deadline # _____	
5 FACULTY/STAFF Deadline # _____		23 FIFTH GRADE Deadline # _____		39 SEVENTH GRADE Deadline # _____		55 FALL PLAY Deadline # _____	
7 MATH Deadline # _____		25 FIFTH GRADE Deadline # _____		41 SEVENTH GRADE Deadline # _____		57 CARNIVAL Deadline # _____	
9 ENGLISH Deadline # _____		27 FIFTH GRADE Deadline # _____		43 EIGHTH GRADE Deadline # _____		59 VALENTINE'S DAY Deadline # _____	
11 MUSIC Deadline # _____		29 SIXTH GRADE Deadline # _____		45 EIGHTH GRADE Deadline # _____		61 CANDIDS Deadline # _____	
13 TECHNOLOGY Deadline # _____		31 SIXTH GRADE Deadline # _____		47 CLUBS Deadline # _____		63 CANDIDS Deadline # _____	
15 WORLD STUDIES Deadline # _____							

THEME PLANNER

Use this planner to develop your theme concept, or overall idea for this years' yearbook.

SCHOOL PROFILE

Before jumping into brainstorming theme ideas, take a few minutes to complete this school profile.

JUST THE FACTS

School name: _____

Location: _____

Enrollment: _____

Grades: _____

Years as a school: _____

Age range of students: _____

☐ Boys ☐ Girls ☐ Co-ed

☐ Rural ☐ Suburban ☐ Urban

☐ Public ☐ Private

One word that describes our school: _____

CHERISHED TRADITIONS

Mascot: _____

School colors: _____

School motto: _____

Words on school seal: _____

Key words in fight song: _____

Popular events/dances: _____

Rival: _____

Noteworthy programs: _____

IMPACTFUL CHANGES

Renovations: _____

Bond elections: _____

Policies: _____

Anniversaries: _____

Staff changes: _____

BRAINSTORM

Referencing the data compiled in the School Profile column, generate a list of 12 phrases or concepts that capture the personality of your school. For best results, focus your brainstorming efforts on the most significant fact. Consider alliteration, assonance, oxymoron, antonym, cliché, homonym, onomatopoeia, pun, rhyme and synonym when crafting a verbal statement.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

SELECT A THEME CONCEPT AND DEVELOP SPIN-OFFS.

Spin-offs are key words, phrases or ideas that support the main theme or catch phrase through word choice or concept and are used for each section of the book or content module. These unify the book and highlight coverage.

Yearbook Theme/Concept: _____

Student Life Spin-off: _____

Academics Spin-off: _____

Sports Spin-off: _____

Organizations Spin-off: _____

People Spin-off: _____

Advertising Spin-off: _____

Spin-offs for content modules: _____

CLUB INFORMATION FORM

To assure that your organization gets the hard-earned coverage it deserves, please complete this form and return to the yearbook staff as soon as possible. We will base your inclusion in the yearbook on your responses to our questionnaire. Please print.

CLUB NAME:

MAJOR ACTIVITIES & EVENTS

DATE

LEADERSHIP:

SPONSORS:

OTHER:

DETAILS...

NUMBER OF MEMBERS:

MEETING TIME:

CLUB PURPOSE:

MEMBERSHIP REQUIREMENTS:

TOP FIVE PHOTO OPPORTUNITIES

DATE

Please attach a club charter/constitution, membership materials, membership roster & any other materials that might be helpful in the coverage of your club.

Please highlight the two activities or events that mean the most to your membership.

Please submit any photos of your club activities & events to the yearbook staff for consideration.

PHOTO READY

Planning the yearbook is an important step in the yearbook creation process. This goes down to planning what event photos go on each page. When it's time to create, you don't want to feel like you don't have enough photos or enough variety of photos. Use this sheet to help you keep track of each type of photo for each event, spread or even section.

Use this checklist to plan for photos to get every type of photo for each event. Write the event names on the lines to the right, then check all the photo opportunities that apply below.

ACTION Natural shots that occur during an event.									
REACTION Focused on emotion and facial expressions.									
SCRAPBOOK Posed photos that tell a unique story.									
REFERENCE Mug shots or group shots used for IDing.									
ILLUSTRATION Enhances the story, but not a story itself.									
DOMINANT									
SECONDARY									
PHOTO SERIES									
THEMED COLLECTION									
MONTAGE/COLLAGES									
SINGLE SUBJECT									
SMALL GROUP									
LARGE GROUP									
VERTICAL									
HORIZONTAL									
SQUARE									
COLOR									
BLACK & WHITE									