

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.

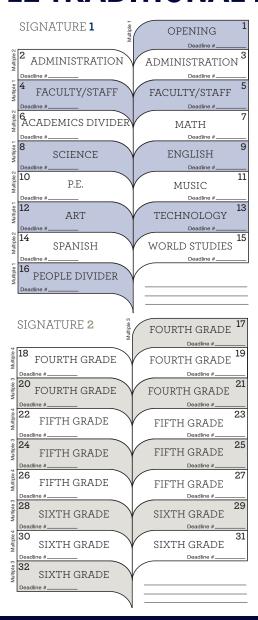
CHRONOLOGICAL

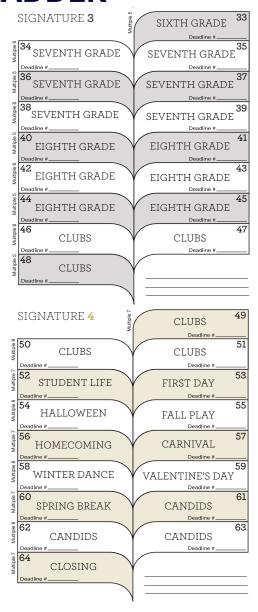
Readers live their lives day-by-day so it only makes sense that storytelling reflects the ways in which they live their lives. There are several time frames which provide logical divisions for the stories of the year: seasonally (summer/fall/winter/spring), quarterly (by school calendar and grading periods),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







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 onomatonoeia nun rhyme and sy

synonym when crafting a verbal statement.	Yearbook Theme/Concept:					
1.						
2.						
	Student Life Spin-off:					
3.						
4.	Academics Spin-off:					
5.						
	Sports Spin-off:					
6.						
7.	Organizations Spin-off:					
8.						
	People Spin-off:					
9.						
10.	Advertising Spin-off:					
11.						
	Spin-offs for content modules:					
12.						

SELECT A THEME CONCEPT AND DEVELOP SPIN-OFFS.

Spin-offs are key words, phrases or ideas

phrase through word choice or concept and

that support the main theme or catch

are used for each section of the book or

highlight coverage.

content module. These unify the book and



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:		
	TOP FIVE PHOTO OPPORTUNITIES	DATE
DETAILS		
NUMBER OF MEMBERS:		
MEETING TIME:		
CLUB PURPOSE:		
MEMBERSHIP REQUIREMENTS:		

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.

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/COLLAGE					
SINGLE SUBJECT					
SMALL GROUP					
LARGE GROUP					
VERTICAL					
HORIZONTAL					
SQUARE					
COLOR					
BLACK & WHITE					