

# LEARN & LEAD

## yearbook planning

Building your yearbook can be an incredibly rewarding experience. Keep in mind that you're creating a book for the students at your school and you should always put their needs before those of the staff.

Before choosing a theme, colors, fonts or even taking the first photo, your staff should create shared goals for the upcoming year.

## GOALS x x x

### NOW

Determine an area for development & improvement.

| NOW |
|-----|
|     |

### WOW

What would the better experience look like?

| WOW |
|-----|
|     |

### HOW

Set three simple steps to reach your 'WOW' moment.

| HOW |
|-----|
| 1   |
| 2   |
| 3   |

| NOW |
|-----|
|     |

| WOW |
|-----|
|     |

| HOW |
|-----|
| 1   |
| 2   |
| 3   |

| NOW |
|-----|
|     |

| WOW |
|-----|
|     |

| HOW |
|-----|
| 1   |
| 2   |
| 3   |

Yearbook organization is the key to covering the entire student body. We use the ladder to plan each page or spread. Using the ladder, we can assign content, deadlines and staff members responsible for the pages. There are two common ways to organize a ladder.

#### TRADITIONAL

Student life: a section covering in and out of school activities that directly affect students' lives.

Academics: a section covering curriculum related experiences.

Sports: a section covering athletic teams, competitions and other activities involving students.

Clubs & Organizations: a section covering the activities and accomplishments of school groups.

People: a section covering students, faculty and staff in photos that serve as a record of the population.

Community: a section covering advertising and the index.

#### CHRONOLOGICAL

This plan organizes the book into time-driven sections. The most common chronological plan includes a Fall, Winter, Spring section along with some Summer coverage.

Some staffs prefer to organize the book by months. It's also possible to blend traditional and chronological together by creating a sports section, a people section and then joining the rest of the events into time-driven sections.

# THEME x x x

Your staff should feel free to generate a number of possible themes and avoid becoming set on one too early. Role play every aspect of each theme idea. Often, the deeper into a brainstorming session you go the better the ideas.

Brainstorm the direction of a theme based on specifics that reflect your school as one-of-a-kind. Then explore each of the coverage areas (lifestyles, academics, clubs, sports and people). Focus on traditions as well as new aspects of the approaching school year. Consider the demographics of your audience.

Now is the time to build your toolbox by researching verbal/visual possibilities with idioms/ rhyming/thesaurus dictionaries and contemporary magazines.

## VERBAL

A verbal theme uses a catch phrase to introduce the yearbook's personality. Carefully chosen verbal themes will provide a number of opportunities for spin-offs and further development. Great themes will lead to both direct spin-offs and indirect spin-offs. (see page 14 for verbal theme ideas)

|           | <u>Theme</u>   | <u>Direct Spin-Offs</u>                                | <u>Indirect Spin-Offs</u>                 |
|-----------|----------------|--------------------------------------------------------|-------------------------------------------|
|           | All Eyes On Us | What You See...<br>Look At Us Now<br>The Way We See It | Focus<br>Long Time No See<br>Fast forward |
| OUR THEME | Theme          | Direct spin-offs                                       | Indirect spin-offs                        |
|           | _____          | _____                                                  | _____                                     |
|           | _____          | _____                                                  | _____                                     |
| OUR THEME | Theme          | Direct spin-offs                                       | Indirect spin-offs                        |
|           | _____          | _____                                                  | _____                                     |
|           | _____          | _____                                                  | _____                                     |

## VISUAL

A visual theme uses design elements to introduce the yearbook's personality. These elements include type, color, graphics and photo styles. Smart designers realize that the visuals they choose should be subtle and simple and avoid 'decorating' the page.

|           | <u>Theme</u>   | <u>Visual Development</u>                                         |
|-----------|----------------|-------------------------------------------------------------------|
|           | All Eyes On Us | special photo filters & treatments<br>bright, eye-catching colors |
| OUR THEME |                |                                                                   |
|           |                |                                                                   |



# DEVELOPING OUR THEME x x x

## STORYTELLING

Will you use special photo techniques to help develop your look?

Photography

## PAGE NUMBERS

Folios, or page numbers, are one great area to develop your theme. How will you use this opportunity?

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angle  
duotone  
leading lines  
silhouette

Folios

## FONTS

Choose your fonts wisely.

Story font \_\_\_\_\_

Headline font \_\_\_\_\_

Accent font \_\_\_\_\_

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Which fonts will we avoid?

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Type

## THEME COLORS

Identify the colors or combinations you want to use in the book. Color in the circles below and add the RGB value.

Color

example



Lines & Graphics

## GRAPHICS

Is there a reason to use a graphic?  
Which graphics are right?

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Which graphics are trite?

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## WRITE STUFF

Does our theme encourage a unique or specific storytelling and writing style?

Writing Style

