

EST.  1907

**FRIESENS**

MEMORIES CRAFTED IN PRINT

— EMPLOYEE-OWNED —

**PLAN  
IT!**



# YEAR OVERVIEW

There are many things to consider when planning your yearbook. The following are some of the more significant tasks to build into your plan.

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## MEET WITH FRIESENS

Get started early and set dates for training, work days, etc. Your Friesens Print Consultant is there to help you set the plan and work the plan.

## SET YOUR SPECS

Confirm the following specifications with your Print Consultant:

- Number of books
- Page count
- Book size
- Orientation
- Special effects
- Cover options
- Endsheets options
- Special add on's
- Memory Capsules
- Personalization
- Supplements

Note: You are able to make changes to your specifications at anytime before you start submitting your cover and pages to Friesens.

## DETERMINE A PRICE

Make sure you know the 'per book cost' of your yearbook and the 'per book price' it will be sold for. Given the nature of printing, the more books you order, the lower the 'cost per book' so it's important to sell as many books as you can. Keep in mind that the quote you receive does not include taxes and shipping, your Print Consultant can help you estimate these items into your 'per book cost'.

## MAKE A PREPAYMENT

Friesens offers a prepayment plan, which can save you a bundle if you pay for part (or all) of your yearbook early. See the Prepayment Form in your kit or ask your Print Consultant for details.

## SET DEADLINES AND A DELIVERY DATE

Work with your Print Consultant to create deadline dates that will realistically work with your schedule and desired delivery date. Ultimately, our ability to meet your desired delivery will be based on when your materials arrive at Friesens. So it's important to hit the deadline dates that you agree to. Typically, after you have submitted your final pages, Friesens needs 6-8 weeks to produce and deliver your yearbooks.

## DEADLINES ARE A GOOD THING

- Setting and meeting your deadlines means less stress for you at the end of the year.
- Meeting your deadlines means your yearbook will be delivered when you want it.

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## BRAINSTORM YOUR THEME

Try to establish a theme early prior to starting layout and design. The purpose of a yearbook is to tell the story of a particular year. The staff's job is to capture the mood and flavour of the school year and to tell the story so that it is believable, real and remembered. Each staff should endeavour to come up with that perfect word, phrase or expression that sets this year apart from other years. The theme should enhance the yearbook to tell the year's story. Remember that the theme, the design and the coverage need to make sense together.

### Places to look for Inspiration

- Magazines (can be any magazine, remember you are looking at the design not the content)
- Websites
- Brochures
- Advertisements

### Make sure the theme can be represented throughout the entire yearbook.

- Cover
- Endsheets
- Opening and closing pages
- Divider pages
- Design elements (fonts, colours, folio tabs, and graphics)

## BUILD THE PAGE LADDER

You can find a chronological page ladder at the beginning of this book. The ladder is designed to help you organize the order of pages in your yearbook. Two popular ways of laying out pages are chronologically (the order events happen in the year) or by sections (student life, portraits, academics, sports, clubs and graduates). Use last year's book as a guide to determine how many pages are required for each section.

## PLAN FOR DELIVERY

When the yearbooks arrive, remember to check for the following:

- Count the boxes
- Check the boxes for damage
- Count the number of books
- Make distribution into a big event
  - > An assembly
  - > A signing party
  - > Let students out of class early to pick up their yearbook

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# YEARBOOK SIGN-UP SHEET

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NAME	GRADE	HOMEROOM	POSITION

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# PLAN IT!

## Fall Delivery





## FALL DELIVERY

# AUGUST/SEPTEMBER

- Last years books arrive.
- Plan a yearbook distribution event.
- Meet with your Friesens Print Consultant.  
Discuss the following:
  - Training needs
  - Yearbook specifications
  - Price
  - Prepayment
  - Deadlines and delivery date
  - Marketing plan.
- Meet with the Principal and send an email/  
memo to all teaching staff.
- Select or recruit your Editors (if not already  
done the previous spring).
- Meet with the whole yearbook staff.
- Equipment check (cameras, computers, software).
- Create internal production schedule to meet  
deadlines.
- Finalize Friesens submission deadlines.
- Compile a list of all sports teams and clubs.
- Compile a list of ALL activities that will happen  
during the year.
- Fill out the Planning Calendar.
- Prepare a Page Ladder.
- Work on theme for the yearbook.
- Start back-to-school coverage.
- Begin coverage of fall events, sports, clubs,  
academics.
- Hold a workshop.
- Launch a yearbook marketing campaign.
- Start selling yearbooks.
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## SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

OCT

# OCTOBER

- Continue marketing campaign.
- Finalize theme, fonts, colours, design style, and Page Ladder.
- Design the cover, endsheets, and page layout templates.
- Make sure portrait retakes are scheduled.
- Continue coverage of fall sports, clubs and activities (photography and interviews).
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# OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# NOVEMBER

- Continue book sales.
- Keep up the marketing campaign to promote yearbook sales.
- Upload and edit portraits.
- All templates should be completed.
- Submit first batch of pages.
- Start planning for the marketing and sale of 'Business ads'.
- Start planning for the marketing and sale of 'Buddy ads'.
- Begin coverage of winter sports, clubs and activities.
- Update the Planning Calendar with any new developments.
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NOV.

# NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# DECEMBER

- Continue books sales (you can still change quantity when you approve your cover proof).
- Finalize the cover and endsheet design and submit to Friesens.
- Finalize and approve fall sports, clubs, and activities pages.
- Finalize portrait page designs and submit pages.
- Start planning for the marketing and sale of 'Grad ads'.
- Collect payment and content from parents/businesses that are advertising in the yearbook.
- Continue with coverage of winter sports, clubs and activities.
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DEC.

# DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# JANUARY

- Review deadlines for the upcoming months with yearbook staff.
- If Friesens has sent you cover and endsheet proofs, approve them and return.
- Finalize portrait page designs and any pages left over from the first half of the year.
- Send letter to parents about book sales including information about Parent Ads/Grad Ads/Buddy Ads.
- Start collecting grad quotes and baby pictures.
- Grad portrait image files should arrive soon.
- CELEBRATE SUCCESSES – Take time to celebrate milestones and small goals. Bring cupcakes or cookies one day for an extra treat. It isn't a day off, but it is a little "Yay Us" moment.

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JAN.

# JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# FEBRUARY

- All fall event write-ups and photos are placed on pages.
- Finalize grad quotes and baby pics.
- Finish any pages that can be completed, don't let them lag behind!
- Upload and edit grad portraits.
- Design grad portrait pages.

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FEB.

# FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# MARCH

- Submit pages for your first deadline.
- Edit grad portraits.
- Grad portrait pages should be approved by months end.
- Review your calendar of events to ensure everything is being covered.
- Check to see if you are missing any photos or write-ups.
- Finalize winter activities, sports and clubs pages.
- Start coverage of spring sports, clubs and activities.
- Finish any pages that can be completed, don't let them lag behind!
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# MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

MAR.



## FALL DELIVERY

# APRIL

- Keep close tabs on production schedule and submit pages on time.
- Continue coverage of spring sports, clubs and activities.
- Create graduates/senior layouts.
- Grad pages should be templated now so you just need to drop images and text in.

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# APRIL

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## FALL DELIVERY

# MAY

- Last chance to find missing pictures and write-ups.
- Start finalizing spring activities/sports/clubs pages.
- RECRUITMENT PLANNING – Get a head start on building your yearbook team for next year. This could include applications and a "job" interview, or ask fellow teachers and staff if they know of any students who would do well in yearbook.

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# MAY

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MAY



## FALL DELIVERY

# JUNE

- Final deadline (final deadline may happen in the first couple of weeks in July).
- Notify Friesens of your summer contact information.
- Double check delivery date with Friesens.
- Plan yearbook distribution.
- Provide prepayment info to your school's accounting clerk for next year's prepayment.

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# JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## FALL DELIVERY

# JULY

■ Finish any outstanding pages.

■ Verify all is complete with Friesens.

■ **DELAYED SUBMISSIONS** – If you have missed deadlines you need to talk to your Friesens consultant.

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# JULY

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# PLAN IT!

## Spring Delivery



## SPRING DELIVERY

# AUGUST/SEPTEMBER

- Meet with your Friesens Print Consultant.  
Discuss the following:
  - Training needs
  - Yearbook specifications
  - Price
  - Prepayment
  - Deadlines and delivery date
  - Marketing plan
- Meet with the Principal and send an email/memo to all teaching staff.
- Select or recruit your Editors (if not already done the previous spring).
- Meet with the whole yearbook staff.
- Equipment check (cameras, computers, software).
- Create internal production schedule to meet deadlines.
- Finalize Friesens submission deadlines.
- Compile a list of all sports teams and clubs.
- Compile a list of ALL activities that will happen during the year.
- Fill out the Planning Calendar.
- Prepare a Page Ladder.
- Work on theme for the yearbook.
- Start back-to-school coverage.
- Begin coverage of fall events, sports, clubs, academics.
- Hold a workshop.
- Launch a yearbook marketing campaign.
- Start selling yearbooks.
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## SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## SPRING DELIVERY

OCT

# OCTOBER

- Continue book sales (remember, the more sold... the lower the price for everyone).
- Continue marketing campaigns to promote yearbook sales.
- Finalize theme, fonts, colours, design style, and Page Ladder.
- Design the cover, endsheets, and page layout templates.
- Make sure portrait retakes are scheduled.
- Continue coverage of fall sports, clubs and activities (photography and interviews).

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# OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## SPRING DELIVERY

# NOVEMBER

- Continue book sales.
- Keep up the marketing campaign to promote yearbook sales.
- Upload and edit portraits.
- All templates should be completed.
- Submit first batch of pages.
- Finalize the cover and endsheet design and submit to Friesens.
- Start planning for the marketing and sale of 'Business ads'.
- Start planning for the marketing and sale of 'Buddy ads'.
- Begin coverage of winter sports, clubs and activities.
- Update the Planning Calendar with any new developments.
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NOV.

# NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## SPRING DELIVERY

# DECEMBER

- Continue books sales (you can still change quantity when you approve your cover proof).
- Finalize and approve fall sports, clubs, and activities pages.
- Finalize portrait page designs and submit pages.
- Start planning for the marketing and sale of 'Grad ads'.
- If Friesens has sent you cover and endsheet proofs, approve them and return.
- Collect payment and content from parents/businesses that are advertising in the yearbook.
- Continue with coverage of winter sports, clubs and activities.
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DEC.

# DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY





## SPRING DELIVERY

# JANUARY

- Review deadlines for the upcoming months with yearbook staff.
- Finalize portrait page designs and any pages left over from the first half of the year.
- Send letter to parents about book sales including information about Parent Ads/Grad Ads/Buddy Ads.
- Start collecting grad quotes and baby pictures.
- Grad portrait image files should arrive soon.
- CELEBRATE SUCCESSES – Take time to celebrate milestones and small goals. Bring cupcakes or cookies one day for an extra treat. It isn't a day off, but it is a little "Yay Us" moment.

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JAN.

# JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## SPRING DELIVERY

# FEBRUARY

- Double check schedule for spring sports, clubs and activities.
- Update the Planning Calendar with any new developments.
- Find out if you are missing any photos or write-ups.
- Finish any pages that can be completed (don't let them lag behind!).
- Grad quotes and baby pictures should all be in by the end of this month.
- Upload and edit grad portraits.
- Design grad portrait pages.

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FEB.

# FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



## SPRING DELIVERY

# MARCH

■ Finalize winter sports, clubs, and activities pages.

■ Finish any pages that can be completed, don't let them lag behind!

■ Grad portrait pages should be approved by months end.

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# MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

MAR.



## SPRING DELIVERY

# APRIL

- Keep close tabs on production schedule and submit pages on time.
- Continue coverage of spring sports, clubs and activities.
- Final review with editors.
- Be aware of your final page deadline.
- Confirm final submission email sent from Friesens. Verify specs are correct.
- DELAYED SUBMISSIONS – If you have missed deadlines you need to talk to your Friesens Print Consultant.

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# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

APR.



## SPRING DELIVERY

# MAY

- Return or approve all proofs to Friesens.
- Confirm final submission – verify all is correct.
- Start looking for staff for next year's book.
- Organize yearbook delivery day event.
- Verify delivery date with Friesens.
- RECRUITMENT PLANNING – Get a head start on building your yearbook team for next year. This could include applications and a "job" interview, or ask fellow teachers and staff if they know of any students who would do well in yearbook.
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# MAY

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MAY



## SPRING DELIVERY

# JUNE

- Notify Friesens of your summer contact information.
- Provide prepayment info to your school's accounting clerk for next year's prepayment.
- Start developing next years theme, sales strategy and designs with new yearbook team.
- Hand out books.

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# JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

# ACTIVITIES & ASSIGNMENTS

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## ETHICS

### GROUP DISCUSSION ACTIVITY:

Divide into 5 groups, one for each scenario below. Have each group discuss all of the legal and ethical considerations for the assigned topic and then report out their decision about whether it is legally and ethically acceptable to print the photos. If it isn't appropriate, then each group should tell what they would recommend that the staff do to cover the topic in a legal and ethical manner.

**Have each group answer these three questions for their topic:**

- Is it legally acceptable to print these pictures and coverage?
  - Is it ethically acceptable to print these pictures and coverage?
  - If it is not legal or ethical, then what should the yearbook staff do to cover the event instead?
1. While working on a spread about what students do on the weekends, a staff member goes to a friend's party and takes pictures. The images include students laughing, talking, and dancing while holding red plastic cups. There is no evidence in the photo of illegal activity at the party. There are rumours that some of the students pictured do drink alcohol at parties on the weekend.
  2. The editor of a student jobs spread decides that she wants to find people at school who work in unusual places. One of her classmates spends 20 hours a week in a rabbit meat processing plant. His father owns it and gives the editor and a staff photographer permission to take pictures and interview employees. In following the student through his tasks, the photographer is able to capture images of every step of the process, including removing a live rabbit from its pen, knocking it unconscious, hanging it from a hook, removing its head, skinning it, and so forth.
  3. To illustrate a story on teenage depression and "cutting", a staff photographer takes pictures of several students in darkly lit poses. Some images are headshots of a boy and a girl looking sad. Some are of the same boy and girl simulating cutting their forearms, but their faces are not shown.
  4. In a local bullying case, a sophomore girl created a false Facebook page to ridicule a female classmate. Repeated taunts and gossip caused the classmate to attempt suicide, and the resulting expulsion and lawsuit made the national news. A staff member who knows both girls was able to obtain a screen image of postings before law enforcement had Facebook take the page down. Staff photographers also took pictures of the national television and print press at work when they came to campus to interview staff and students. The local and national attention to the situation covered three months of the school year.
  5. There is very little time to get photos of spring sports because the final yearbook deadline falls right at the beginning of the season. When the staff photographer returns from the only game that can be covered, the page editor discovers that none of the varsity boys soccer photos contains a usable image with a key player kicking a ball. To compensate the photo editor uses Photoshop to cut out a ball from a junior varsity soccer photo and then places the ball in a varsity image. He places the ball in what would have been its likely position had the photographer been able to capture the precise moment when the player would have been in close proximity to the ball.



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## YOUR ROLE AS A JOURNALIST

Go online and research the following questions from reliable resources such as the Society for Professional Journalists web site ([www.spj.org](http://www.spj.org)). From your research, answer the following questions to the best of your ability.

What is the duty of a journalist?

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How can a journalist cause harm?

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What ideals or standards do journalists need to abide by?

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How does the duty of a journalist translate to yearbook production?

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What skills do you bring to the role of a journalist?

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## The Bigger Picture

What published policies does your school district follow regarding student press rights?

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What policies regarding student press rights, responsibilities and ethics should yearbook staff follow?

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## DESIGN & THEME

### WHO ARE YOU?

Break into teams of four or five and answer the following questions to help define you and your school.

Name of school:

Year school opened:

City:

First year of yearbook:

Name of yearbook:

School colours:

Describe your school, using as many words as you can think of, both concrete and otherwise:

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Describe your student body; make sure you get all groups as well as those not on yearbook:

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Describe school traditions:

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Describe what's new this year:

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How does your student body describe or think of your school?

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What do other people say about your school?

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What would you like people to say about your school?

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How will your students perceive this year?

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## WHAT FITS US?

Come up with as many phrases or words to describe your school as you can. Perhaps your school name can be something that provides something to play with, your school's location or colours could evoke a theme. Even after a concept is chosen, continue playing with it. If your school is Ponder High School, "Ponder this" could become the phrase, but you might also come up with "Think Again" or "Something to Think About" as spin-offs or for headlines for secondary coverage.

## IDEA MAPPING

Idea mapping is a process that allows you to start with a central idea and then draw related ideas that can become photo ideas or main story topic or alternative story ideas. Let's say you want to do a spread on cars. It's a totally legitimate idea since cars are a huge part of every student's life, even if a student never gets one.

Write cars in the middle of a page. Now everyone brainstorms to come up with as many ideas as possible dealing with cars.

Now what of this list works for what? What will make good photos, good stories, and good sidebars?

Obviously, several would work for the main idea. Let's say we choose "Getting a car and making it your own" for the main story topic and some of the main pictures.

## DOMINANT PHOTO IDEAS:

- Someone buffing with a cloth to make the car shine with the owner is reflected in the mirror or the surface of the car.
- Someone putting something into his trunk and the bumper stickers and personalized plate are in the shot.
- A photo of someone sorting through all the stuff he keeps in his passenger seat or back seat (my car is a locker?).

## OTHER SHOTS:

- A framing shot through the handle and hose of someone filling up the car.
- Soap sloshed all over.
- Getting out of the car and walking into school.
- Paying a parking attendant or any of a thousand other creative shots.
- Maybe the headline is "Taking Care of Business" and the subhead is "Having a vehicle takes time and money, students discover."

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## SIDEBARS:

- “How much does it cost per month to have a car?” This could be a survey or poll or it could be a way to include three students who tell their own costs.
- “Top 5 things I hate to do now that I have a car.” Could be a mug shot and quote.
- “Best ways to personalize your car.” Writer could go to a car store and find things and their costs. The possibilities are endless.

Using a Yearbook spread, identify the following reader entry points:

- Dominant element or photo
- Cut-out photo
- Large headlines
- Colour
- Initial letter
- Dropped cap
- Pulled quote
- Story subheads
- Lead-ins in bold or all-cap

## BUILD-A-TEMPLATE

To help jump start the template building process, follow the 8 steps below using stock images and text. Once the spreads are completed, have the whole yearbook team vote and use the winning spread as the template base for the book.

1. Start with a column grid.
2. Place a dominant photo that is at least 2 to 2½ times the size of all other elements.
3. With a second photo, start an eyeline from which other elements can be set or hung.
4. Add 5 to 7 additional photos of varying size and shape.
5. Keep inner spacing to one pica between all elements.
6. Place headline and copy block as one rectangular element, usually in an outside corner.
7. Add captions so they touch their corresponding photos to avoid placing them between elements or more than two stacked on or by each other.
8. Make sure all exterior margins are established.

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## WRITING

### A PICTURE IS WORTH 100 WORDS

1. Cut out pictures from magazines and newspapers that set a mood or seem to tell a story.
2. Choose two pictures and write a 100 word story that pulls the two images together.
3. Then, write a caption for each photo that relates to the story.
4. Discuss with the class the difference between the story and captions.
5. Review copies of National Geographic and review how much information you see in the captions, versus the story.

### COPY PLANNER

Name: \_\_\_\_\_

Narrative Story: \_\_\_\_\_

Date: \_\_\_\_\_

Type of Narrative: \_\_\_\_\_

From Bob Baker's *Newsthinking: The Secret of Great News Writing* (Writer's Digest Books, 1981):

- Do you have enough material to produce "a clever or inspired angle"?
- Have you wisely sorted out the many elements fed to you by your memory?
- Do some elements "suddenly leap out at you"?
- Do you feel an essential unity among the story elements, a sense that "the elements truly fit together"?

If so, Baker writes, you have the makings of a "unique, creative combination of ideas". If no, "you are probably kidding yourself".

In one sentence, pitch the story to your editor. What does the character or group want? Why can't they have it now? How will they set about getting it? What obstacles will they face?

\_\_\_\_\_

What focus, description, anecdotes, quotations, and obstacles will the narrative contain? Put a star next to the most important point.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How will the character/group overcome obstacles and achieve their goal? What kind of resolution is there to their quest, if any?

\_\_\_\_\_

List written and oral sources below, you should have at least three:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

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## PHOTOGRAPHY

### DON'T BE SHY... TAKE YOUR TIME

- Great photos come from patience and persistence.
- Take at least three different angles of each subject.
- Move around.
- Take a chance.
- Go to a slight angle off center, then go all the way to the extreme side. Use the light as you move to see how the light "sculpts" the subject.

Don't be afraid to "fill" your memory card as you wander around and experiment with the best way to get the shot.

### FLASH

Shooting with a flash shouldn't be scary or overly-complicated but there are some basics and a little practice you can get great results.

- The basic rule of flash photography is to only use it within the recommended distance outlined in your camera's user manual (most flashes are good between 6-10 feet).
- The most dramatic way to demonstrate the value of flash is outside. Take a picture with the sun behind your subject. Take one "regular" photo. Take the next photo using flash. You'll be amazed at the difference.
- Mix up the variety – use strong natural light as a complement to the flash. Try using natural light as your "second" light source.
- Try a few shots at night using a slow shutter speed and then panning away quickly as the flash goes off. Try the same thing, but this time use a zoom lens and zoom quickly in or out as the flash goes off.

## WRITE

Encourage your photographers to write a caption for each photo soon after taking the picture. Each caption should be two sentences long. The first sentence describes the photo in words, usually using present tense. It includes the "5Ws and an H" (Who, What, Where, When, Why, How). If the picture was missing, would you have a good understanding of what was happening in the photo from the first sentence?

The second sentence tells the reader something that cannot be known by looking at the photo. This could be a quote from someone who is pictured, a final score, or something interesting the reader should know.

## POSERS

Avoid poser shots. No faces in the camera, no pals standing together flashing peace signs at you – none of that. If you're trying to get a shot and the subject knows you're there, encourage them to go on doing what they were doing, then wait for your natural moment. If they start grinning and looking silly, you are back to posed photos, so try somebody else in the viewfinder.

# DESIGN AT-A-GLANCE

Creating clean, attractive, and  
consistent page design is easy if you  
follow these fundamentals

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## STEP-BY-STEP

1. Start with a column template.
2. Determine your eyeline.
3. Place your dominant photo.
4. Add additional photos that follow the eyeline.
5. Keep the spacing between photographs constant. (Recommended: 1 pica)
6. Place your headline and copy block as one rectangular element.
7. Add captions so they are close to their respective photograph without placing them between elements or more than two stacked on top or beside each other.
8. Make sure all exterior margins are well established.

## COLUMN TEMPLATE

- Columns act like the foundation for the page layout.
- Columns determine the width of photos and text boxes in your layout .
- Decide how many columns per page.
- The fewer the columns, the simpler the design.
- The more columns, the more design options.
- Stick with columns and you'll achieve clean lines and spacing throughout your page.

## DOMINANT PHOTO

- Is obviously the largest photo on the page.
- It should also be the most interesting photo.
- The most technically correct photo (in focus, rule of thirds, leading lines, excellent colour, and great tonal range).
- There should be a dominant on every page.

## EYELINE

- The eyeline is a horizontal line that stretches continuously across a left and right page.
- It is created by the spacing between elements on the page.
- Eyelines are usually 1 pica wide to maintain consistent spacing.
- It should be placed horizontally at 1/3 or 1/4 of the page height (not in the centre).
- If your eyeline is broken, it should only happen once (and for a purpose).
- Sometimes the design might warrant a second Eyeline to stabilize the page.

## FOLIO TABS

- Folio refers to the text associated with the page number.
- The Folio text should highlight the theme.
- It should be visually interesting.
- The Folio should be clear and easy to read.
- It should add to the content of the book and stimulate interest.
- The folio needs to include page numbers.



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## HEADLINES

- The headline should be specific to your theme and the content on the page.
- It should be written in present tense.
- Seek to eliminate unnecessary words (the, an, a, and).
- Include a action verb in the headline.

## TEMPLATES

- Templates are layouts that you create early (usually without real photos or text) that reflect the design elements you wish to carry throughout the book.
- If everyone works from templates throughout the year, it will be easier to maintain consistent design from start to finish.
- When creating templates make sure folio tabs and graphics to match theme.
- They should include a sample headline, secondary headline, body text, lead in and caption fonts that are easy to refer to.
- Any page identification text is placed for all pages.

## SHAPES AND SIZES

- Use a variety of shapes and sizes to add interest to your designs.
- Ensure you have consistent inner spacing between all elements on the page.
- Maintain the eyeline.
- Make sure there are both horizontal and vertical images.

## WRITING YOUR STORY

- Strive to have text that is interesting and compelling (not the same old information).
- Highlight the defining moments throughout your text.
- Check and double-check for grammar and spelling.
- Present the facts (5W's – Who, What, When, Where, and Why) in your stories.
- Use full names and ensure the names are accurate.

## TAKE IT TO THE NEXT LEVEL

- Keep all white space to the outside. Don't trap white space inside the page.
- All captions should be the same number of columns wide.
- The dominant photo should cross the gutter.
- Don't bleed more than one photo off the edge.
- Keep all visuals facing in to the center of a double page spread.
- The starting point of the story should touch the headline.
- The headline should cross the story block.

# PAGE LADDER

Use the page ladder in this section to plan out the  
content of the pages in your yearbook.

# PAGE LADDER 1–64

LADDER SHOWS 16 PAGE SIGNATURE BLOCKS

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# PAGE LADDER 64–128

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# PAGE LADDER 129–192

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# PAGE LADDER 193–256

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# PAGE LADDER 257–320

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# PAGE LADDER 321-384

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This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# LAYOUT PAGES

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