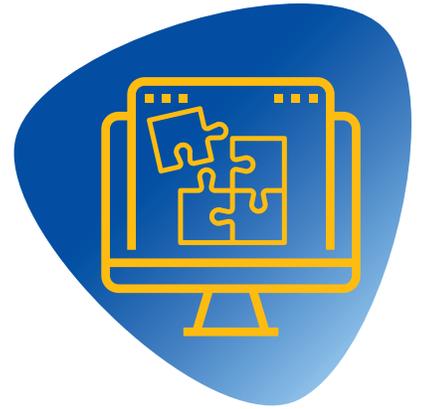




Curriculum Guide



Booklet 3: ORGANIZING YOUR BOOK



ANATOMY OF A YEARBOOK

Before diving into the details of yearbook organization and planning, one must fully understand the intricacy of the lingo – so everyone is speaking the same language!

COVER

The cover can make or break the success of your yearbook. It is crucial that it immediately conveys your theme and school information and traditions through a cutting-edge, professional design and in a durable, substantial format. Make sure your cover includes your yearbook title, year, and theme.

SPINE

Only hard and soft cover sewn books have a spine. The spine is normally where you would include your yearbook title, school name, year, volume, city, and state.

ENDSHEETS

These are the four-page leaves at the front and back of the yearbook that are pasted to the inside of the front and back covers (or boards). They can be designed to complement the cover or, in some cases, contain the table of contents.

PICAS

A unit of measurement in design, picas allow users to accurately space out their design from multiple vantage points. Unlike inches or centimeters, it is sometimes easier to simply “count-out” the picas to figure out the appropriate spacing between elements.

SIGNATURES

A book is made of as many 16-page units, called signatures, bound into the cover. A signature is a single sheet of paper that, when folded and trimmed, will produce 16 consecutive pages. Eight pages are printed on one side (a flat) and eight are printed on the other.

BLEED

Any element you want to print to the edge of your page must print right off the edge (or bleed off the page). If you do not have an appropriate bleed in your document, you may see a white line at the edge of your page.

MARGINS

Area of your pages that indicates the ideal area to place content. Areas within the margin are the best place to situate headlines, copy and pictures containing faces.

GUTTER

Located in the middle of your double-page spread, the gutter is where the pages tie-into the binding of the book. You do not want to have any text crossing the gutter (for fear of losing it in the binding) nor do you want to have any pictures with faces crossing it.

FOLIO

Normally situated at the bottom of each page, the folio normally contains the page number, page content, section, and some form of thematic tie-in. The folio remains as consistent as possible as it does not normally shift from page-to-page and provides the reader with guidance on where they are.

INTRODUCTORY SECTION

This opening section explains the yearbook's theme, sets the tone of the publication, and establishes the time, place, and setting, inviting your reader into the book.

SECTIONS

To organize their yearbook, most schools break up their publication into sections. These sections are often determined, first, by the organization standard selected by the yearbook (chronological vs sectional) followed secondly, by the coverage areas. Some of these areas may include student life, academics, organizations, sports, grads, events, and community.

DIVIDERS

To continue adequately organizing their book, schools typically dedicate several pages, or full spreads, to dividers. Divider/Theme pages are usually a single right-hand page, or a full two-page spread. They typically carry a headline relating to the upcoming section, suitable photos and graphics that echo the theme, and a consistent format. In some cases, they also contain a mini table of contents for the upcoming section.

COLOPHON

This is the inscription placed at the end of a yearbook containing facts relative to the production of the book, such as printer, copies ordered, type and paper specifications, and general acknowledgments.

INDEX

An index is a comprehensive alphabetical listing of all persons, subjects, groups, events, or topics mentioned in type or pictured in the yearbook with page references.

EVALUATE LAST YEAR'S PUBLICATION

Prior to starting on any publication, you should always look to take stock of your current standing. To do so, you should look at last year's publication and dissect every piece of it; assessing items you enjoyed, disliked, and would like to change. Items that should be discussed can range from the following:

- Cover – design as well as cover embellishments
- End Sheets
- Book organization
- Page Ladder
- Books shape, size, and number of pages
- Dividers
- General Theme
- Folio Design + Placement
- Page Layouts
- Photography
- General organization elements of the class/team

Once you have completed the analysis of last year's book, you are officially ready to dive into next year's book!

SET THE EXPECTATIONS

The first step in getting your new yearbook started is setting the expectations for this year's yearbook. Set goals for both your publication in general, the production process and your staff. Expectations will help set the tone for the yearbook class, provide general guidelines, and set goals to achieve for the entire staff.

Ideally, you should be looking to set expectations such as:

- General goals for this year's book (ex: sell more books, include secondary coverage on each page, etc.)
- Goals for the production process (ex: meet every deadline, reduce the number of missed events, etc.)
- Goals for staff growth (ex: teaching/learning a new photography skill, everyone getting a certain mark, etc.)
- Other book and team goals

BOOK ORGANIZATION STANDARDS

The organization of a yearbook is key to helping the reader better understand what took place throughout the year. It gives structure not only to the book and the end-reader's experience, but also helps the yearbook team/publication staff in the development of the book.

SECTIONAL APPROACH

A more traditional organizational style, the book is divided up along general lines within the school. Generally, one takes the number of pages in the book and subtracts those needed for theme development (title page, opening spread (s), dividers, closing spread, final page) and those needed for ads and index. The remaining pages should be divided up along the lines of the following*:

- Student Life (20-25%)
- Academics (10-15%)
- Sports (18-22%)
- Clubs and Organizations (12-15%)
- Portrait Section (22-28%)

*These are recommended lines and may vary from school to school.

CHRONOLOGICAL APPROACH

Some yearbook staff organize their books based on the chronology of the year. This can take several forms such as by season, month, week and even day.

In the specific (and most popular) example of per season, a Summer section may allocate four spreads that would include sports, activities, and academics. Sports may be included in terms of training camps; Academics could include parts of summer school; Student life might include modules on summer jobs, vacations and camps; Clubs and Organizations could include any activities that took place during orientation or student trips.

PAGE LADDER

A ladder is a page-by-page topical outline of the yearbook used for planning content and giving the yearbook structure. Like a body without a skeleton, a yearbook without a ladder would collapse. It provides advisors, editors and staff members with the general structure required to stay organized and keep things on track. A sample page ladder can be found both in the **Yearbook Kit** (as a poster) and at the front of the "**Plan It**" handbook.

Before looking at creating this year's ladder, we must first take stock what has been done and review last year's ladder. By doing so, it allows us to refine our future ladder according to the challenges faced, changes in the school and other unexpected items. Some of the questions that should always be asked are:

- Did we have enough room for portraits last year?
- Were any activities and/or sports left out of last year's book?
- What activities were canceled last year that may return this year?
- Do we have any new sports starting up this year?
- Did we want to keep the same general structure as last year?
- What could we cover better if we had more room?
- Did something unexpected happen over the course of last year?
- Could we use more pages in this book? Conversely, could we cut the number of pages back?

Once you have completed your review of last year's ladder, it's time to get started on this year's page ladder!

1. Determine your general book organization. Will you organize your book in a sectional approach or chronological? Making this determination at this stage will frame the remaining planning elements.

- To help with this, keep in mind the general formula that each yearbook should maintain...
- Student Life (20-25%)
- Academics (10-15%)
- Sports (18-22%)
- Clubs and Organizations (12-15%)
- Portraits (22-28%)

Adjust the percentages as required, for schools with a curriculum that has a major specialty interest and increase the percentage for that subject.

2. With the help of your publication quote, determine how many pages are in your book. Assess if you feel the number of pages is enough or if you will need to change the page-count.

3. Using last year as a guide, count the number of portrait and senior pages first. Although registration and enrollment may vary from year to year, the previous year's allotment should give you an accurate number of pages.

4. Allow three to five pages for opening and two-four for closing; usually page 1 and the following two spreads to adequately introduce your book and set the tone. Set aside two spreads at the end of the book to conclude the publication.

5. Allow one double-age spread for each major sport/team and one page for every two clubs (at minimum).

Subtract the pages calculated in steps 1-5 from your total to determine how many pages are left for the remaining parts of your book.

Before filling out the remaining pages, make sure you reach out to your various administrators, organizers, directors, committees, and coaches to ensure you don't forget anything. It is recommended to send them a list of activities/teams/events they would oversee and ask them if you have missed anything. They will tell you what you have right and what you are missing!

The page ladder is flexible. Changes will happen, due to event changes. Have back-up spreads or at least concepts and photos for them if cancellation occurs. Be flexible. Your page ladder should be alive and flexible and something that is available for the entire staff to see.

Once you've completed your ladder and reviewed it with both your advisor and Print Consultant, start assigning specific deadlines to all spreads so that you and your class can have the "big picture" in focus from the start.

DEADLINES & MAKING THEM

With your yearbook ladder complete, it is time to create a deadline structure and submission schedule. This structure will help give your team a view of the "big picture" and all-important timelines for each page.

DEADLINES

Before assigning any deadlines to any pages, you must determine your delivery date. By consulting with your School Admin, Advisor and Yearbook Consultant, settle on an appropriate delivery date. It is important never to set your delivery date on the same day as distribution day; make sure to give yourself time to receive the books, inspect them and have enough time to make any small emergency corrections if need be. Once the delivery date is set, your Print Consultant will provide you with the final page deadline to meet this delivery date.

Using the **Wall Calendar** provided in the Yearbook Kit, write in your delivery date as well as the final deadline provided to you by your Print Consultant. Once complete, you are set to start creating deadlines.

Check your calendars

Before looking at the yearbook calendar, look at your personal calendars. Has a vacation been booked? Do you have an anniversary coming up? Is there a religious holiday then? Check your personal calendars and make sure you highlight these days; you do not want to set a deadline during a week off or on a PD Day!

Check the school & sporting calendars

Consult the various school and sporting calendars around your school. Often these calendars can either be found with your Admins, Sporting Directors or even on the school website. Make sure to note the following on your own planning calendar:

- Non-school days and breaks (spring break, ski week, exams, etc.)
- Special school days (compressed days, half-days, etc.)
- Dates of special events
- Sports team seasons
- Special sporting tournaments (both on campus and away)
- Concerts, conferences, and graduation events
- Trips and anything else that happens during the school year that will be included in the yearbook

Once you have consulted with these calendars and made note of the important dates, start to break your ladder down into manageable deadlines. As a rule of thumb for most pages, each page should be due at maximum a month after the event in question has taken place.

Assign every spread in the book by deadlines. Decide which spreads will be submitted for each deadline. The book should be divided up so that staff members have a spread for each deadline, depending on the number of members you have on staff.

MAKING DEADLINES

With spreads assigned and deadlines set, the hard part officially begins, ensuring your team hits deadlines!

The Basics

- Break down the entire book into deadlines. Make sure that each spread has a deadline and a corresponding staff member assigned to it. The book should be divided up so that staff members have a spread for each deadline, depending on the number of members you have on staff.
- Create checklists for everything. From gathering content to creating layouts, create checklists to help your staff stay organized and on-point.
- Develop mini deadlines for staff. These mini deadlines can cover a variety of items such as design elements, gathering content by a certain date, completion of a spread, etc. These deadlines should ultimately help your staff hit their larger page deadlines.
- Mark any important dates where information needs to be gathered and important pictures need to be taken.
- Highlight one-off events and activities; this means events that will not re-occur and cannot be missed at all costs.
- Schedule late nights or weekend meetings early in the year. Knowing these nights and weekends will ensure that you get maximum participation from your entire team.
- Have weekly meetings with the editors. They should know the progress that is happening for their sections and the overall book. This will allow them to make any staffing changes if need be.
- Display all deadlines in a highly visible area so everyone can see.

Motivating the Team

Keeping a team motivated can be the most difficult part of any yearbook team. Although motivation is flush as you start the year, it often can wane as you enter the “dog days” of the fall and winter term. Keeping staff members excited and enthusiastic about the yearbook is key to meeting your deadlines.

- Celebrate successes. Did you hit that deadline? If so, throw a deadline celebration party!
- Have monthly birthday parties. Include half-year birthdays for those who are not in school for their days. Keep it short. It is not a day off. It is a “yea, you” moment.
- When someone does something awesome, stop class to share it.
- Doing something just because. Although it is nice to have a reason to do something nice, a random act of kindness often can go a long way. Think of doing something nice for your team if they are doing good work!
- Keep a chart and put gold stars on it as students finish parts of their spreads.
- Keep circulating. Editors and advisors need to be available to the staff while they are working. Editor's responsibilities should be completed on their own time.
- Laugh a lot!

Yearbook Spread Planner

Section/Spread Editor

Team Members

photo reporting STD's editing

photo reporting STD's editing

photo reporting STD's editing

photo reporting STD's editing

School events that must be covered:

World events that must be covered:

Theme Connections:

Logos (the facts must include) coverage ideas:

Pathos (the emotions readers want) coverage ideas:

People in the news:

LEAD COVERAGE

Angles/Visuals/People in the News

COVERAGE AREA #2

COVERAGE AREA #3

COVERAGE AREA #4

STORY TELLING DEVICES

Quote Collection

A series of comments on a topic by newsmakers or students.

Opinion Poll

A sampling of opinion gathered scientifically.

Fast-Fact Box

Including: "Who Wins? Who Loses?" "What's at Stake?" "What Happens Next?" "Key Players" "Key Issues"

Bio Box

Brief profiles of people or organizations in the news, often in list form and itemized by key characteristics.

Quiz

A list of questions that provide a chance for readers to interact with the story.

Glossary

A list of specialized words and definitions that helps readers understand a topic better.

Checklist

A list of guidelines or questions that allows readers to assess needs or itemize key points.

Q&A

Recreates a verbatim dialogue between the reporter and the newsmaker.

Map

A visual way to give geographical information to readers.

Diagram

A plan or drawing that shows how something works or explains key parts.

Step-By-Step-Guide

Breaks down a complex process by taking readers through it one step at a time.

Timeline

A chronology of events highlighting key moments in the history of a person, place or issue.

Fever or Line Chart

Measures change over time by plotting points on a graph.

Bar Chart

Compares two or more items visually through side by side columns.

Pie Chart

Compares parts that make up a whole, usually in percentages.

THUMBNAIL SKETCH

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Chronological Planner

WEEKLY TEAM: _____

NON-ATHLETIC EVENTS THIS WEEK

ATHLETIC EVENTS THIS WEEK

FALL SPORTS

- Football
- Poms
- Volleyball
- Cheers
- Boys Soccer
- Boys Golf
- Cross Country
- Bowling Club
- Ultimate
- _____
- _____
- _____
- _____
- _____

ACADEMIC AREAS

- Book Club
- Canyon Connections
- Card Club
- DECA
- Diversity Club
- Environmental Club
- FBLA
- JROTC
- Marine Biology Club
- National Honor Society
- RCTV
- The Rock
- Sessions at the Rock
- Ski Club

- Spanish Club
- Student Council
- TSA
- Fellowship of Christian Students

PERFORMANCE

- Band
- Drama
- Orchestra
- Speech & Debate
- Vocal Music

CLUBS & ORGANIZATIONS

- Administration
- Business/Technology
- Counseling Office
- Custodians
- Fine Arts
- Food Service/Kitchen
- Foreign Language
- Language Arts
- Library
- Mathematics
- Physical Education
- Science
- Social Studies
- Special Education

Starting Assessment

LAST YEAR

How would you summarize last year? _____

What went well? _____

What was challenging? _____

Did you make all your deadlines? _____

What are three things you could improve this year? _____

What do you want to do differently with your book? _____

Notes:

ASSIGNMENT #1

As a class, dissect last year's book. Go through all elements of the book and rank them into various categories. Decide what worked, what did not work, what should be improved, what should be eliminated and what changes need to happen for this upcoming year.

ASSIGNMENT #2

In small groups, have your class discuss various publication expectations you can set for this upcoming year. Have them come up with:

- Five publication expectations
- Five process expectations
- Five staff growth expectations
- Two other book and/or team expectations

Once complete, have each group share and open the discussion with the entire classroom. At the conclusion, look to set the following for the class as a whole:

- Three publication expectations
- Three process expectations
- Three staff growth expectations
- One other book and/or team expectation

ASSIGNMENT #3

In small groups, have your class discuss the merits and drawbacks of each book organization standard – Chronological vs Sectional. Once complete, open the discussion up to the entire classroom and select a standard for this year's book.

ASSIGNMENT #4

Break the class up into small groups and have each group come up with 15 team motivating ideas that could be applied this year. Select a representative from each group to present the top 10 ideas to the class.

ASSIGNMENT #5

As a class, go over last year's yearbook creation process. How did the year go? Did the team stay motivated throughout the entire year? How could the process have been done better? What changes can be made to make the process smoother?