COVERAGE
ORGANIZATION & INSPIRATION

Planning your yearbook pages can be difficult this year. What events are still taking place? What's been modified? What's been cancelled entirely? We've got some inspiration here to help you ensure that your coverage is still as well rounded and inclusive as it's been in the past.

WHAT DOES COVERAGE LOOK LIKE?

In typical yearbook, you'll want to organize your content by Category. The categories we see most often are Student Life, Athletics, Academics, Clubs and Organizations, and People. We have what percentage of the book should go to each category listed for you below.

- 11% of your book should cover Student Life
- 20% should cover Clubs and Academics
- 21% can go to Athletics
- 24% for People
- 21% to Reference

Adding these up you may notice it comes to 97% - you always want to leave some wiggle room!

On the following pages we have a side by side comparison of what your yearbook page ladder may have looked like in the past, and a modified ladder to show what some items you can replace with are, while keeping the above percentages roughly the same. This year, we're actually recommending a chronologial book, and we have a page ladder sample of that as well.

PAGE LADDER BY CATEGORY

The most typical type of page organization is to organize your pages by category. Your sports are kept together, and your clubs are all in one set of pages. This can make it easy to find coverage without looking through the index, but it can also make it hard to fill in holes when events are missed or cancelled, or if you simply don't have as much coverage as you'd planned for. Below we have a typical page ladder, as well as a page ladder with COVID coverage side by side, so you can see how we replace content while keeping coverage the same.

PAGES	SECTION	TYPICAL COVERAGE	ALTERNATIVE COVERAGE
1	Theme Pages	Title Page	Title Page
2-3	Theme Pages	Opening Page	Opening Page
4-5	People	Admin page	Selfies of individuals
6-7	People	Staff pages	Selfies of individuals
8-9	People	Staff pages	Selfies of individuals
10-11	People	Staff pages	Selfies of individuals
12-13	People	Freshman pages	Selfies of individuals
14-15	People	Freshman pages	Selfies of individuals
16-17	People	Freshman pages	Selfies of individuals
18-19	People	Sophomore Pages	Selfies of individuals
20-21	People	Sophomore Pages	Selfies of individuals
22-23	People	Sophomore Pages	Selfies of individuals
24-25	People	Junior Pages	Selfies of individuals
26-27	People	Junior Pages	Selfies of individuals
28-29	People	Junior Pages	Selfies of individuals
30-31	Student Life	Divider Page	Divider Page
32-33	Student Life	Drama	Ask students to define their lives during a pandemic in three or six words. The possibilities are endless. Design with beautiful typography when photos are limited. Pose the question on social media.
34-35	Student Life	Musical	Streaming content. Which series are binge-worthy? Preferred platforms? Watch parties?
36-37	Student Life	Art Show	What art are students creating on their own time?
38-39	Student Life	Choir	New hobbies/skills developed while at home. Could also include chores and what was expected at home.
40-41	Student Life	Vocal Jazz	Top purchases during Quarantine. Who's picked up the most unusual item?
42-43	Student Life	Concert Band	Shortages and substitutions - how do students deal with items in short supply? Think toilet paper, disinfectant wipes, hand sanitizer, etc.. Add price of gasoline and how it has dropped.

44-45	Student Life	Jazz Band	Student jobs. How did the pandemic affect working condi- tions? Delivery driver stories. Baby-sitting. Survey students to find the kinds of jobs they had. What did they do with the money they made?
46-47	Academics	Divider Page	Divider Page
48-49	Academics	Awards	Use social media campaign to gather images of students at- home-learning setup
50-51	Academics	Community	Use social media campaign to gather images of students active in the community (community service, protest, etc)
52-53	Academics	Life Skills	First day of school outfit. Compare in-person to virtual - de- pending on school's plan.
54-55	Academics	Home Economics	What happened in school while students learned from home (managing virtual learning behind the scenes, in-school events, teacher visits, etc)
56-57	Academics	Outdoor activities	Outdoor activities. Hiking, running, walking, trampolines -- what activities have students developed to cope with missing organized sports.
58-59	Academics	Science	Projects student complete either alone or in groups. How was this different?
60-61	Academics	Math	Full spread photo of a virtual classroom. Use pop up quotes to identify common elements and facts along with student quotes.
62-63	Academics	Assemblies	Favorite techniques teachers use to engage students online. Why did they work? Student and faculty quotes.
64-65	Sports	Divider Page	Divider Page
66-67	Sports	Soccer	Use social media campaign to gather images of students personal interest activities (running, climbing, weights, etc)
68-69	Sports	Soccer	How 'organized sports' athletes kept in shape or kept playing the games they love
70-71	Sports	Volleyball	Cover COVID prevention measures to conduct those sports that can operate
72-73	Sports	Volleyball	Cover some classic sports memories from last year?
74-75	Sports	Track	Coaches Perspective - what challenges is the staff facing with missed sports? Is equipment still being used?
76-77	Sports	Hockey	Discuss school game day traditions - what do students do to prepare for watching the big game?
78-79	Sports	Basket Ball	Unique pre-game meals - what do your athletes eat before going out to play?

80-81	Sports	Basket Ball	Professional Athlete Inspiration - Do you have students who want to play in college? What are their goals?
82-83	Sports	Football	Pump-Up Playlists - what do your students listen to while working out?
84-85	Sports	Football	Mascot Profile - Do you have a school mascot? Do they have a backstory?
86-87	Sports	Badminton	Favorite professional teams - do your students root for the underdog? Does anyone have their room painted their favorite team's colours?
88-89	Clubs	Divider Page	Divider Page
90-91	Clubs	Student Council	How are students organizing themselves this year? Are there facebook pages, Instagram Profiles? How are they keeping in contact with one another?
92-93	Clubs	Spirit week	Masks -- school spirit, favorite, personality defining. Cover styles. Note the guidelines given to students on the wearing. Did anyone make masks?
94-95	Clubs	Spirit week	T-shirts offer students off-campus identity. Find a clever way to showcase all the T-shirts for sports, school and clubs/organi- zations.
96-97	Clubs	Clubs	Booster club and PTA support for the school and how it im- pacts students.
98-99	Clubs	Clubs	Discussion with student leaders. Ask questions of all, design a chart or quote collection about how Corona virus affects their organizations, challenges, opportunities.
100-101	People	Divider Page	Divider Page
102-103	People	Senior Pages	Formal portraits if available, selfies if not
104-105	People	Senior Pages	Formal portraits if available, selfies if not
106-107	People	Senior Pages	Formal portraits if available, selfies if not
108-109	People	Ads	Ads
110-111	People	Ads	Ads
112-113	People	Ads	Ads
114-115	People	Ads	Ads
116-117	People	Ads	Ads

118-119	People	Ads	Ads
120-121	People	Ads	Ads
122-123	Theme Page	Clubs index	Extra-Curricular Index
124-125	Theme Page	Index	Index
126-127	Theme Page	Index	Index
128	Theme Page	Parting page	Parting page

CHRONOLOGICAL PAGE LADDER

Another option for organizing your yearbook, and one we highly recommend this year, is a chronological book. This sets your book up to begin in September, and end with Graduation, ensuring you won't have empty page spaces you're unsure what to do with in the middle of your book. we have a sample chronological page ladder below

PAGES	SECTION	CONTENT/SPREAD TOPIC
001	theme	title page
002-003	theme	opening
004-005	theme	opening/table of contents if not on endsheets
006-007	division	The School Year
008-009	student life	Summer: include timeline of when school was supposed to start, when it actually did. Get quotes of opinions, how was the decision made. Maybe mention NEOWISE and the rocket launch. Detail other major events of the summer and their impact on students. Include local events.
010-011	sports	Athletic conditioning: cover how teams keep members in shape and learning the plays. Don't forget band, cheer and dance.
012-013	academics	Ice breakers for the first week of school. Alert photographers to have cameras ready. Ask teachers what they will do to plan coverage.
014-015	student life	First day of school outfit. Compare in-person to virtual - depending on school's plan.
016-017	student life	Masks – school spirit, favorite, personality defining. Cover styles. Note the guidelines given to students on the wearing. Did anyone make masks?
018-019	student life	Corona virus testing -- local locations, how it's done. Quotes from students who have done one.
020-021	academics, clubs/organiza- tions	How are students keeping track of virtual/in-person classes and assignments? Compare Google calendar to a print day planner. Lots of quote opportunities.

022-023	student life	How do students handle stress?
024-025	clubs/organizations	Yard signs to identify school affiliation and organization participation
026-027	student life	Shortages and substitutions - how do students deal with items in short supply? Think toilet paper. Add price of gasoline and how it has dropped.
028-029	sports	State of the sports schedules. How does this affect players/coaches? Include timeline of changes or reinstatements.
030-031	clubs/organizations	Discussion with student leaders. Ask questions of all, design a chart or quote collection about how Corona virus affects their organizations, challenges, opportunities.
032-033	academics	What's behind the teacher? Virtual learning invites students into private homes. Fun quizzes and cut-outs of items.
034-035	student life	Now, What's behind the student? Where do students choose to do online work or homework if face-to-face.
036-037	sports	Additional coverage of sport teams activities to stay fit waiting for seasons to start. (If seasons start, choose another topic for this spread.)
038-039	student life	Celebrating birthdays during a pandemic. Parades, social distancing parties
040-041	student life	Election coverage for US students. Cover student volunteers. Track major events in a timeline. Cover multiple sides with guest opinion pieces. Polls. Quote collections.
042-043	academics	Favorite techniques teachers use to engage students online. Why did they work? Student and faculty quotes.
044-045	student life	Show how the holidays were celebrated differently.
046-047	student life	2020 in review. Definitely a year to remember.
048-049	academics	Projects student complete either alone or in groups. How was this different?
050-051	clubs/organizations	Booster club and PTA support for the school and how it impacts students.
052-053	academic	Full spread photo of a virtual classroom. Use pop up quotes to identify common elements and facts along with student quotes.
054-055	student life	Ask students to define their lives during a pandemic in three or six words. The possibilities are endless. Design with beautiful typography when photos are limited. Pose the question on social media.
056-057	academics	Required reading. Cutouts of the books and student takes on the books. Avoid the complainers. Include why it was assigned and what course it was for.
058-059	clubs/organizations	T-shirts offer students off-campus identity. Find a clever way to showcase all the T-shirts for sports, school and clubs/organizations.

060-061	student life	What's in. What's out. Include clothing, sayings, apps, phones…
062-063	academics	Comfort items for online learning. What do students have around their computers while doing online learning.
064-065	student life	Streaming content. Which series are binge-worthy? Preferred platforms? Watch parties?
066-067	sports	Outdoor activities. Hiking, running, walking, trampolines -- what activities have students developed to cope with missing organized sports.
068-069	academics	Science experiments -- whether in school or virtually.
070-071	student life	The last thing that made you laugh. Collect quotes through social media and develop. Interview where necessary.
072-073	student life	Pets -- unusual pets, routines without school (think lots of walks, teaching tricks). How pets can disrupt while on camera.
074-075	academics	Where did students so for extra help on school work? How did they have to help with siblings?
076-077	student life	Video gaming. How did students connect online? Competitions? Favorite new games? High scores?
078-079	clubs/organizations	Service projects for a pandemic. Food collection and distribution, making masks to donate, picking up groceries for homebound people, etc.
080-081	student life	Entertainment. Did band/choir have an online concert? TikTok. James Bond and Top Gun movies release dates moved. Did students attend drive-in movies or concerts?
082-083	student life	Student jobs. How did the pandemic affect working conditions? Delivery driver stories. Baby-sitting. Survey students to find the kinds of jobs they had. What did they do with the money they made?
084-085	student life	Family activities. What kinds of things have students done as a family unit? Movie night, jigsaw puzzles, baking bread, board games, walks, etc.
086-087	academics	Online learning games teachers use, like Kahoot. Pros/cons. Favorites. Quotes about how it assisted in learning. Funny moments using the apps.
088-089	sports	Club sports for students who could not play school sports. Include tryouts, where they played, cost.
090-091	student life	Spring break - what did students do?
092-093	academics	Include student-created art and writing -- works produced during the school year in art and writing classes -- could be expanded to multiple spreads as needed. It could also be a special section on special paper for a signature.
094-095	student life	Graphically presented data from surveys about student opinions, accomplishments and demographics. Create a Google form for people to fill out.

096-097	student life	Memes that define the school year. Cover ones specific to your school.
098-099	student life	Senior memories. How was it different. How did seniors adapt?
100-101	student life	Graduation plans -- how will it look. Invitations to what? Swag.
102-103	Division page	People pages (portraits)