

# **The All-Inclusive Yearbook**

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# Concept & Organization

- Theme: clever, relevant *and* consistent
- Cover: design should enhance theme
- Table of Contents: accuracy
- Title Page: continue theme, introduce book
- Folios: throughout book
- Divider Pages: look different, introduce sections

# Concept & Organization

- Opening Section: introduce significance of theme, support with photos
- Closing Section: give sense the year is completed/book is finished
- Staff Listing/Acknowledgements
- Index: ACCURACY, enhance with graphics
- Colophon: be specific

# Coverage

- Academics
  - no boring pictures/showcase faculty
  - get “behind the scenes”
  - cover all areas
- Sports
  - equal coverage for all organized sports
  - intramural teams
  - publish scoreboards
  - highlight lots of people/include spectators
  - strong coverage
  - quote coaches and players

# Coverage

- People
  - include everyone: grade levels, faculty, staff
  - use action photos to enhance people coverage
  - include “people” stories (individual achievements, class activities, faculty work)
- Clubs/organizations
  - focus on activities/events
  - cover the routine and year-specific events
  - include out-of-school club activities
  - include club advisers
  - strong coverage with quotes

# Coverage

- Student Life
  - in-school and out-of-school activities
  - daily routines and major events
  - find the angle
  - cover different people
  - cover from different perspectives
  - include controversy, but handle respectfully
- Community
  - show awareness beyond school walls
  - show student involvement in community (photos, features)

# Coverage

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- Advertising
  - Professionally designed/no business cards
  - Identify as advertisement

# Photography

- Use action photos when possible/variety of shots
- Photographs should tell a story, but ...
- A caption is necessary with every photo
- Vary photos in size
- Crop, but follow the rules (rule of thirds)
- No head smaller than a dime
- Be consistent ... but consistently good

# Design

- Consistency is key (spread designs should vary, but be consistent within sections)
  - continue theme
  - fonts/sizes
  - margins
  - spacing
  - all spreads should include copy, headlines, photos, captions and folios
- Use a dominant photo (2.5x larger than other photos) for page spreads

# Design

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- Make sure elements work together (beware of color, bleeds) to communicate message
- Action should flow into the gutter
- White space is your friend

# Graphics

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- Must be intentional, reinforce content
- Relate to theme
- Make sure text is easy to read
- Beware of copyright laws

# Copy: Journalism 101

- Headlines
  - lessons from journalism class: present tense, action verb, grab readers attention, reflect copy, no editorializing
- Body/Text Copy
  - report on original angle, answer the five w's and one h, include quotes, use AP style, strong leads
- Captions
  - identify all persons, give the five w's and one h, use action verbs, organize group shots effectively, use photo credits

# The Six C's

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- **Consistency** throughout book
- **Concept** that relates to year
- **Coverage** of everyone
- **Copy** that tells a story
- **Clarity** in theme and design
- **Cameras** that shoot strong action photographs