

Design jostens Defined

Bringing you the hottest trends in design each and every month. This month:

Covering the rest of the year

If your school gets their book in the spring your final deadline is just ahead. And if you do a fall delivery book, yours won't come around until May or June. But either way, what are you going to do to cover the rest of the year? Things like prom, graduation, end of the year awards and so much more. Here are some ideas from really great 2003 yearbooks. □



Goodrich HS 1



Duncanville HS 2



Duncanville HS 1



Goodrich HS 2

No matter how you do it, you need to cover spring. Choose one of these three ways. Some books, like the two pictured here, are fall delivery books, which means their final deadline is not until after these events (graduation, prom, award banquets, etc.) happen. Other schools cover them in a spring or summer supplement which is taped into the finished spring delivery yearbook. And the other option is to do a full year book that starts and ends in March. That means that the spring of 2004 will be covered in the 2005 yearbook. This also means that to have their graduation in their yearbook, the class of 2004 must buy the 2005 book. In a few U.S. schools this is a strong tradition. But no matter how you do it, you need to cover it!

The staff at Duncanville HS in Duncanville, TX, did a superb job of creating an end of the year mini-mag in full color to close out their Student Life section. This subsection, titled "Celebrate Seniors," included a DPS for Senior Activities, Prom, Coronation, Senior Showcase (Duncanville HS 2), Baccalaureate, Graduation (Duncanville HS 1) and the senior all-night party titled "Project Graduation." The entire section was superb coverage of the senior activities that finish up the year.

Goodrich HS 1 and 2 are from the pages of the Martinaire yearbook produced by the yearbook staff at Goodrich High School in Goodrich, MI. The pages from the Student Life section included coverage of a spring fashion show, prom, the senior mystery trip, the junior-senior banquet and graduation. Again, the coverage was excellent and the spring events were captured in their entirety as opposed to staged shots for earlier deadlines.

Both of these books also featured complete coverage (through the playoffs) of all spring sports. □

The Yearbook is finished.

But you still have the busiest time of the year ahead of you. Baseball, prom, track, plays, softball, carnivals, golf, yearbook signing, tennis, and graduation.

Will you cover it or will you miss it all?

If you do cover it, will you do it in the same old summer or spring supplement you've always done?

Or now that you have the time will you produce a...

SUPER SUPPLEMENT



As the year winds down and your book is finally done, you have a choice to make. Maybe you already know how you will go about covering those spring activities. If not, consider a supplement.

If you already do a supplement, read on! This year, let's make it a totally different supplement than ever before. If you don't already do a supplement, consider it.

A Typical Supplement

The typical summer or spring supplement is often just a set of 8, 16, 24 or 32 pages which really have no particular plan or theme. They just start at page 1 and cover the year since the yearbook itself finished in chronological order. This year, why not make it different and special?

Plan your supplement to be part of your book!

A supplement is both a separate piece and a part of your yearbook. To do a really good job with a supplement, you need to make sure that you plan it so it looks that way. That is, it will stand alone as a separate mini-magazine and it will still look like it was designed as

a part of your yearbook

Let me give you an example. If you have planned your yearbook around the theme of "A Closer Look" then you might title the supplement (with a divider page that matches your dividers in the book as the cover) "The Final Look."

If you use a particular graphic throughout the book, on the folios or dividers, make sure to include that graphic in the supplement. If you had a typical style of type for body copy and captions in the book (and

you should have), be consistent and use that same style in the supplement.

Make it great on its own!

Now that your supplement matches your book, keep in mind that there are some people who may get a hold of the supplement and never match it up with their yearbooks. So give it its own life, its own style! The hottest new trend today is to make it a mini-mag.

Don't forget to cover the summer!

So much happens during the summer and so often we leave it out of the yearbook. You need to cover individuals as well as organized, school activities that happen in the summer.

Individual Activities

This type of coverage includes things like summer jobs, exchange trips and vacations. The hardest part in doing this type of coverage is to choose "who" to cover not "what" to cover. Try to avoid shooting photos or writing stories about your friends.

One thing that makes getting photos for individual vacation and exchange trips easier is when most people go on trips they take a camera. Just ask them if you can borrow their best photo or digital image and use that.

Organized School Activities

What kind of school activities take place in the summer? Easy! Practices, workshops, pre-registration, fund-raisers and more. Think about just one group as an example—the band. They probably do some fund-raising in the summer, a perfect time for a car wash (great for pictures too), they practice before school starts and many of them go to camps to work on their musical skills. You can (and should) cover all of that! ▲

To do this, throw away all your pre-conceived ideas of how yearbook pages should be organized. Try a magazine approach. Have a sports section with pages that show photos and features from all the spring sports. Don't limit yourself to a track spread, a baseball spread and a golf spread. Do a two or three sport spread that have photos of them all.

(Editor's Note: Remember, you should have put all your team shots for spring sports in the yearbook. They don't belong here, just a wrap-up and final scoreboard.)

To further carry out the magazine concept, do new things with prom or graduation coverage. Try covering one of them as a day-in-the-life type story; following different people as they get their hair done, pick up their tuxedo, buy flowers, go to dinner, have pictures taken at the dance, dance, attend parties after and head for home. And don't forget to cover the folks who decorate, arrange and clean up. A day in the life includes everyone. ▲