

Yearbook 101: Understanding basic yearbook concepts and terminology

Lesson Goals

Session Goals:

- Know the functions of a yearbook.
- Recognize different roles and importance of teamwork.
- Understand and be able to use basic yearbook terms and concepts.
- Recognize the basic elements of a yearbook.

Yearbook Purpose

What are the Key Purposes of a Yearbook?

- Educational Resource: As a reference book, it is a record of the students, faculty and staff at a school during a particular year.
- Memory: As a memory book, it covers the events and activities of the year - in students' lives and in their school - the associated feelings.
- History: It is a record book of personal and school topics, events outside of school, all from the student perspective. It is dated by trends, fashions and occurrences of that year.
- Public Relations: A yearbook can appeal to the community and to families considering attending your school.

Staff Structure

Yearbook Team Responsibilities:

- Yearbook Advisor/Coordinator: Offers guidance, suggestions and helps to train/motivate the yearbook team to create the book.
- Publisher/Editor: Oversees and manages all aspects of yearbook

production. Ultimately responsible for making sure all pages are submitted on time and deadlines are met.

- Yearbook Team (Co-Editors): Every yearbook team is different, but typically you might have co-editors who focus on design, layout, sports, clubs, collecting photos, taking photos or some other section of book creation.
- Photographer(s): Play a key role in establishing the look of the book through photography. Ready and able to commit long hours outside of class attending school events and activities.
- Writer/Reporter: Helps design coverage angles, interviews, and works the theme into the verbal aspect of the book. Spends a lot of time interviewing and making connections with students and staff.

Yearbook Essentials

Yearbook Terminology:

- Layout (Spread or DPS) – Facing pages which are linked conceptually as well as visually. We often deal with layouts rather than just single pages in yearbooks.
- Coverage – The main story or topic covered on the page. It can be Traditional (single topic) or blended (multiple sections on a spread).
- Ladder – The outline of the entire yearbook that determines the order of Pages.

C.O.R.E.

Communication

Communication is the most essential part of being on a yearbook team. Be pro-active about asking questions to meet your assignment goals. If you don't understand something... Ask.

Organization

Be smart about managing your time and tasks to meet your assign page(s) goals and deadlines. Follow your Editor-in-Chief's guidelines and instructions.

Responsibility

Follow through on your responsibilities because your work affects your fellow peers. Don't be afraid to ask for assistance before it's too late.

Effort

You don't always end up with your favorite layout(s), photos, or assigned yearbook page(s), but can't let that affect the effort you put into your work.