



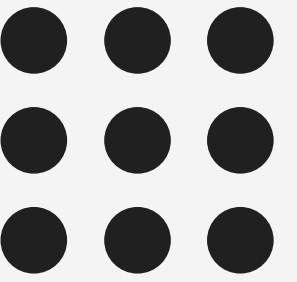
PLANNING COVERAGE: THE LADDER

WHAT WILL WE COVER IN OUR YEARBOOK?
HOW MUCH SPACE WILL WE NEED?

ENTOURAGE ESSENTIALS: DAY 3



DO NOW:

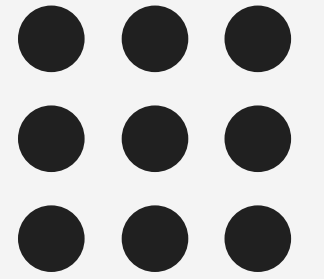


- How can **you** stay organized in yearbook?
- What are some ways you can organize **the yearbook**?



WRITE IT DOWN AND BE READY TO SHARE!

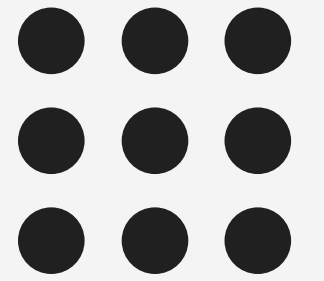
TRADITIONAL SECTIONS



Student Life (25%)
Organizations (12-15%)
People (25-30%)
Academics (12-15%)
Sports (15-18%)
Ads/Community (5%)



STUDENT LIFE



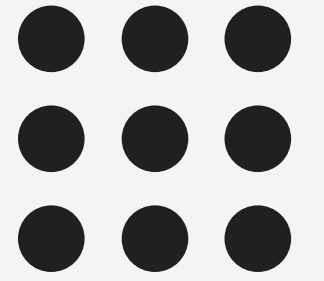
Includes all of the non-academic parts of a student's life at school, such as dances, festivals, locker contents, fundraisers, weekends, food, and anything else you can think of that is not related to a class.

This is the section that most alumni will look back at to reminisce about the fads and styles of school.

Examples: Homecoming, Fashion, Music, Social Media



ORGANIZATIONS



This section includes your clubs. Each organization will have a group photo as well as pictures of events they have sponsored, organized, or competed in. Some staffs decide to just focus on events and candid shots in the organizations section and have a separate section for the club and group photos.

Examples: Science Club, Spanish Club



PEOPLE PAGES



Professional portraits are included of everyone who attends and works at the school. Names are included to the outside.

Some type of copy (text), other than names, appears on every portrait spread. **What are some examples?**

All head sizes and backgrounds are consistent



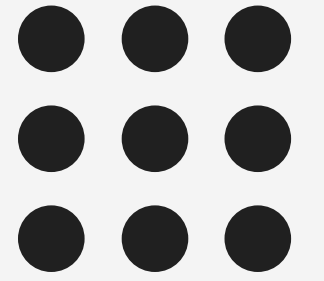
FACULTY PAGES



Each faculty member is identified by title (Dr., Miss, Mrs., Ms., Mr.) with information about exact subjects taught, positions held, and sponsorship or coaching of any group or sport.



ACADEMICS

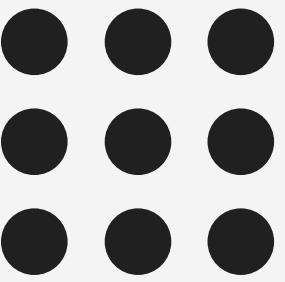


This focuses on a student perspective of different departments, classes, teachers, exams, field trips, presentations, etc. The focus should be what goes on in the classroom, not what is taught.

Examples: Biology Labs, Creative Writing, Artwork



SPORTS

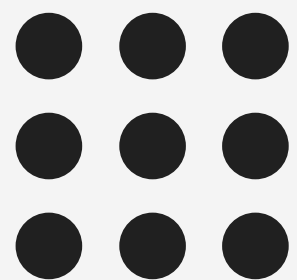


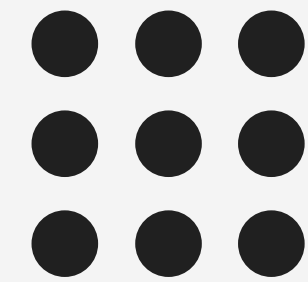
The section features all of the school's sports teams. These pages include a picture of the entire team, coaching and managing staff, a complete scoreboard with the team's season record, and action shots.



COMMUNITY/ADS

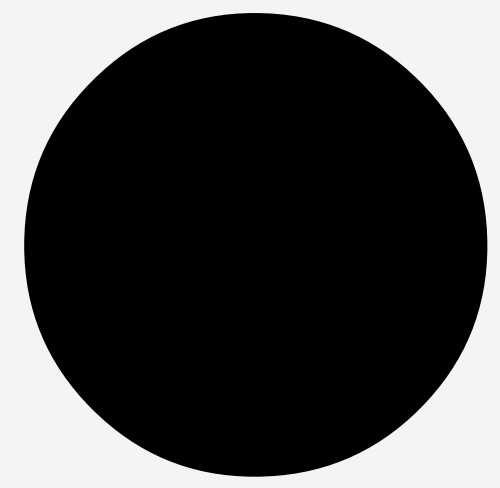
Selling ads to local businesses and organizations in the community is a great fundraiser for the yearbook. These ads are placed in the back of the book.





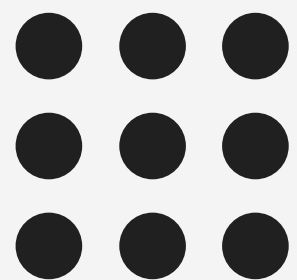
OTHER WAYS TO ORGANIZE A YEARBOOK?

WHAT WILL WORK BEST FOR US?



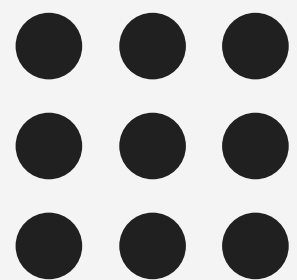
COVERAGE

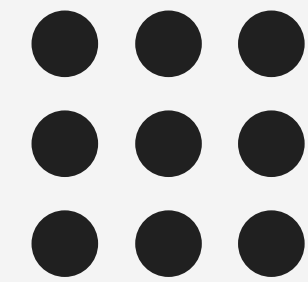
Information, photos, and other content reported and included in a yearbook.



LADDER

A chart that represents pages in the yearbook used for planning content, organization, and deadlines.



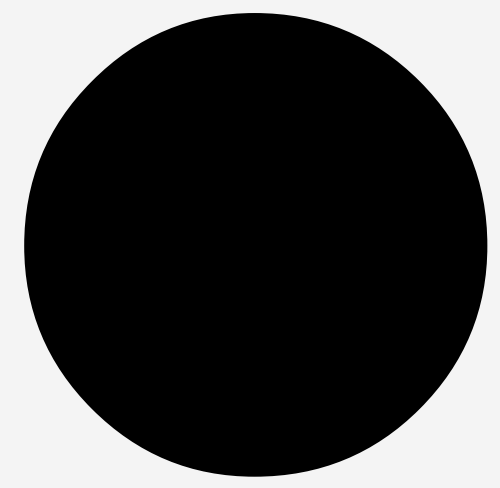


WHAT ARE WE COVERING? THE LADDER



A planning device designating what goes on specific pages.

TAKE A LOOK AT YOUR LADDER

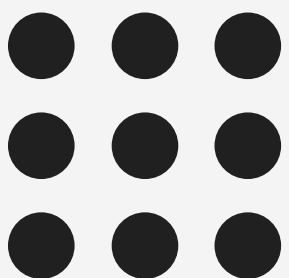


PEOPLE PAGES PLANNING



Complete the worksheet to plan how much space you'll need for your People Pages.

**USE THE INFORMATION
PROVIDED TO HELP YOU**

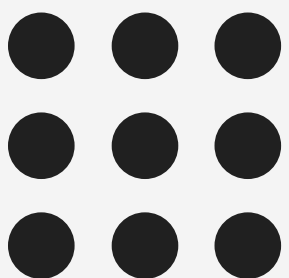


STUDENT LIFE COVERAGE:



LET'S BRAINSTORM!

- What topics/events will be included?
- How many pages will we have for each?
- **List at least 3 new ideas for spreads**
- How many pages total will we have in our student life section? (About 25%)



HOMEWORK



REVIEW THE LADDER AND LIST ANYTHING THAT'S MISSING: THINK ABOUT NEW:

- Clubs
- Events
- Organizations
- Sports teams
- Academic courses

