ENDSHEET
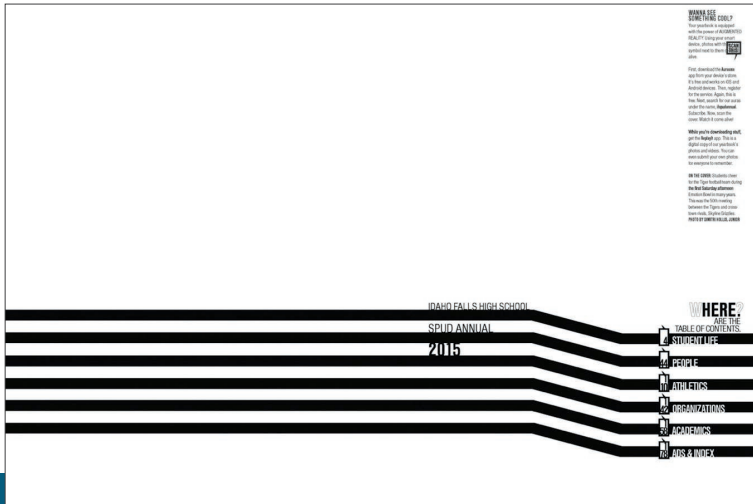
The heavy paper between the cover and the first and last pages that help hold the pages into the cover, the endsheets often reflect and expand upon the theme introduced on the cover. Notice how the use of fonts and lines are used to visually reinforce the cover design.
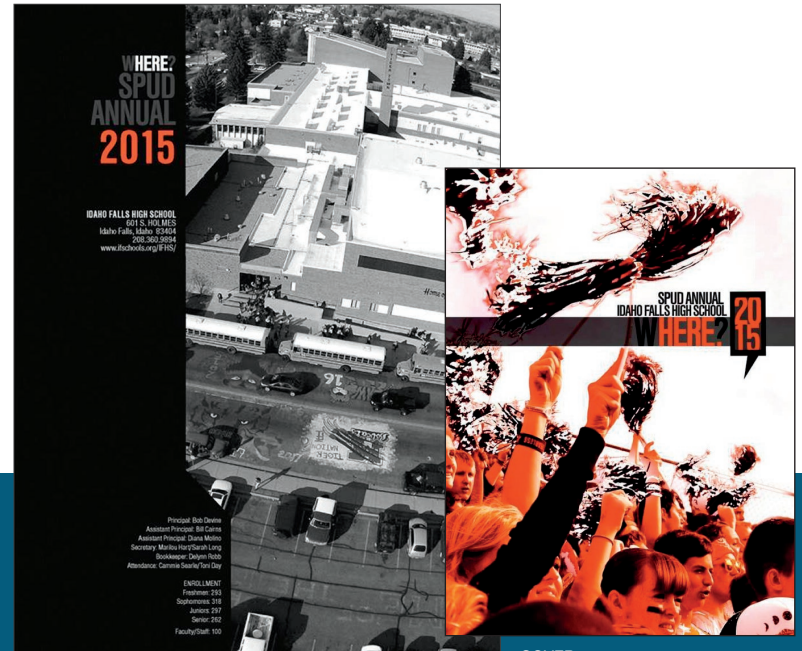

ENDSHEET

TITLE PAGE

The first page of the yearbook makes a positive first impression and provides critical reference information. Here, that reference information is placed in a black strip, the shape of which echoes the lines introduced on the cover and endsheets.
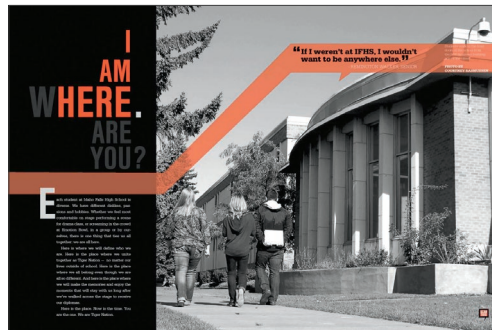

TITLE PAGE

COVER
IDAHO FALLS HIGH SCHOOL [ID]

THEME

A theme is a central idea or concept that sets the tone for telling the story of the year. Repeated throughout the yearbook on cover and endsheets and in opening, closing and dividers, it unifies the storytelling message of the book and gives it personality.

OPENING SECTION

The opening section is usually between two and eight pages in length and introduces the story of the year, explaining the yearbook's theme concept. The Idaho Falls High School yearbook opens with cleverly designed text that reads, "I am here. Where are you?" which reinforces the "Here. Where?" text from the cover.

OPENING SECTION

SAMPLE SPREAD

CLOSING SECTION

The closing section finishes the story of the year and brings the yearbook to closure. Usually including a design similar to the title page, the parting page makes a powerful and final verbal and visual statement of the theme concept. The Idaho Falls yearbook closes with a full-bleed dominant photo and a strong verbal statement.

CLOSING SECTION

SAMPLE SPREAD

SAMPLE SPREADS

Spin-offs, or key words, phrases or ideas that support the main theme, unify the book and highlight the coverage in it. Notice verbal spin-offs and areas of visual continuity within the design of these spreads as it relates to the rest of the yearbook. The theme is subtly reinforced while the design accommodates the coverage of a large number of students through photos, stories and quotes.

THEME PLANNER

Use this planner to develop your theme concept, or overall idea that forms the building blocks for design.

1   **2**   **3**

SCHOOL PROFILE

Before jumping into brainstorming theme ideas, take a few minutes to complete this school profile.

JUST THE FACTS

School name:

Location:

Enrollment:

Grades:

Years as a school:

Age range of students:

- ☐ Boys   ☐ Girls   ☐ Co-ed
- ☐ Rural   ☐ Suburban   ☐ Urban
- ☐ Public   ☐ Private

One word that describes our school:

CHERISHED TRADITIONS

Mascot:

School colors:

School motto:

Words on school seal:

Key words in fight song:

Popular events/dances:

Rival:

Noteworthy programs:

IMPACTFUL CHANGES

Renovations:

Bond elections:

Policies:

Anniversaries:

Staff changes:

BRAINSTORM

Referencing the data compiled in the School Profile column, generate a list of 12 phrases or concepts that capture the personality of your school. For best results, focus your brainstorming efforts on the most significant fact. Consider alliteration, assonance, oxymoron, antonym, cliché, homonym, onomatopoeia, pun, rhyme and synonym when crafting a verbal statement.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

SELECT A THEME CONCEPT AND DEVELOP SPIN-OFFS.

Spin-offs are key words, phrases or ideas that support the main theme or catch phrase through word choice or concept and are used for each section of the book or content module. These unify the book and highlight coverage.

Yearbook Theme/Concept:

Student Life Spin-off:

Academics Spin-off:

Sports Spin-off:

Organizations Spin-off:

People Spin-off:

Advertising Spin-off:

Spin-offs for content modules:

STYLE **GUIDE**

The best yearbooks utilize a style guide, a guide that indicates fonts, colors and whole book links that will be used on each page of the book or section.

WHOLE BOOK LINKS

HEADLINES

Font:

Font Size:

Color:

SUBHEADLINES

Font:

Font Size:

Color:

FEATURE STORIES*

Font:

Font Size: (typically 10-12 pt)

CAPTIONS*

Font:

Font Size: (typically 10-12 pt)

PHOTO IDENTS*

Font:

Font Size: (typically 10-12 pt)

*Consider using the same font for stories, captions and photo idents to create a cohesive look.

A whole book link is a concept-related content element such as a photo strip, a folio presentation, a listing or quote box that runs consistently throughout the entire yearbook or a section.

Write or sketch any colors, graphics, folios (graphics next to page numbers), lists or modules that will run throughout the book. Include as many specifics as possible, like size and position on the page:

☐ **COLORS**

Primary:

Accent:

☐ **GRAPHICS**

☐ **PHOTO STYLE / EFFECTS**

☐ **FOLIOS**

☐ **LISTS**

☐ **MODULES**

Cover Planner

The cover should make a positive first impression and sets the stage for the theme. The concept might be boldly introduced on the cover or previewed in a more subtle way.

VISUAL COOL TOOLS

Theme-related visual elements that are introduced on your cover include:

-
-
-
-
-

FRONT COVER

The following usually appears on the front lid:

- Yearbook title
- Year of distribution
- Theme statement
- Theme-related design and possibly photography

SPINE

The following reference information generally appears on the backbone:

- Yearbook title
- Year of distribution
- Volume number
- School
- City/state [optional]

BACK COVER

Depending on the cover process used, the back lid might feature:

- Theme-related design and possibly photography

BACK ENDSHEET

If applicable, explain how the design of the back endsheet differs from the front.

VISUAL COOL TOOLS

Theme-related visual elements that are incorporated into your endsheet designs include:

Endsheet
Planner

Endsheets are the heavy pages between the cover and the first and last pages. The endsheets transition the reader from the cover to the inside pages. Verbal and visual thematic elements from the cover are echoed here.

Parting Page Planner

The parting page is the final page of the yearbook and should complete the story of the year while linking it back to the yearbook's concept. An effective technique is to design the parting page to reflect the look of the first page of the yearbook— the title page.

Title Page Planner

The first page of the yearbook makes a positive first impression while continuing to introduce the yearbook's concept. Reference information, while important, appears as secondary content on the title page:

- Yearbook title
- Year of distribution
- Volume number
- School
- Street address, city, state
- Phone number
- Enrollment/enrollment classification
- School website

VISUAL COOL TOOLS

Theme-related visual elements that are incorporated into your dividers include:

_____

_____

_____

_____

Opening &Closing Spread

The dividers indicate new sections and provide continuity throughout the yearbook by reflecting the concept verbally and visually. For consistency, it is common for the same divider design to be employed between each section of the book.

Divider or Section Spread Planner

SECTION:

Spreads are two facing pages presenting a variety of elements to tell a story about one idea, whether that idea is a topic, a subject or a period of time. The two pages are visually unified as a unit.

Headline Format:

Primary Headline Specifications:

Secondary Headline Specifications:

Story Specifications:

Special Content Modules:

Caption Specifications:

Color Specifications:

Graphics: