

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. □



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. □